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IBM and Online Insight Revolutionize Sales and Marketing Effectiveness with Web Services

Superior Sales Interactions and Marketplace Simulations Instantly Deployed to Every Channel, Partner, and Broker – Driven by Real-Time, First-Hand Insights into Customers' Personal Preferences

ATLANTA – January 7, 2003 – Creating the right e-business infrastructure to accelerate business, take advantage of evolving markets, and meet changing customer requirements, requires innovation and leadership. To help companies build, grow and deploy e-business strategies, Online Insight, Inc. today joins IBM's Web services on WebSphere program and is announcing plans to offer the Online Insight Sales and Marketing Effectiveness (SME) suite with Web services based on IBM's WebSphere software.

“Working with companies like Online Insight to provide complementary solutions for IBM WebSphere software is part of our commitment to deliver leading-edge e-business integration solutions,” stated Scott Hebner, Director of Marketing, IBM WebSphere software. “The extension of Insight Sales™, Insight SalesPro™ and Insight Intelligence™ for WebSphere will further enable companies to manage mission-critical applications for optimal performance.”

This initiative allows Online Insight clients to consistently deploy best sales practices across all direct and indirect sales channels. New partners, sales agents, and products are immediately best-practice enabled.

Additionally, every “customer conversation” conducted using Online Insight's SME suite provides detailed insight into the reasons why a customer makes a particular purchasing decision. This customer insight is captured and serves as a “virtual focus group,” allowing future marketing and product development efforts to be driven by forward-looking customer preferences rather than by outdated market research and demographics. Online Insight's marketplace simulation technologies are also included, removing limitations on where or how marketplace simulations with “what-if” scenarios are accessed. This achieves a truly global collaboration of sales and marketing strategies.

“Online Insight is pleased to enable clients to profit from their best selling practices instantly across every selling channel,” said Dr. Bradley S. Fordham, Chief Technology Officer at Online Insight. “The addition of web services to our offering supports our vision to create a global understanding of real-time customer preferences across the full selling-partner network at all times through the widest possible array of enterprise technologies.”

Online Insight provides comprehensive sales and marketing effectiveness (SME) solutions that enable businesses and their customers to understand, in real-time, the personal preferences, priorities and purchasing motivations of these customers across multiple channels. The SME suite is comprised of Insight Sales, Insight SalesPro and Insight Intelligence. IBM's WebSphere software includes the broadest support for Web Services standards – a key part of the on-demand environment – that allows computing systems to communicate, regardless of disparate platforms and programming languages. The relationship between the two companies makes Online Insight's best-of-breed sales and marketing functionality easily accessible across all corporate-owned and business-partner managed systems anywhere on the globe.

About Online Insight, Inc.

Online Insight, Inc., is the only provider of solutions designed to help companies consistently sell complex products and services more quickly, predictably and profitably by providing real-time insights into the personal preferences of customers and aligning products that match stated preferences. Online Insight helps companies improve their sales and marketing effectiveness, enabling them to close more business, in less time, at a lower cost. As most relationship management solutions make assumptions based on dated demographic and historical transactional information, only Online Insight answers the crucial “WHY” question behind purchase motivations. Customer and partner alliances include Accenture, Wells Fargo, Wachovia, BB&T, Etrade, Millennium Chemicals, WestWayne, Net Bank and ProAct Technologies. For more information, visit www.onlineinsight.com.

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