



## Product Overview

### Dynamic Sales and Marketing Duo

Working as a sales and marketing team in your virtual Web Office, Rainmaker Sales and Rainmaker Surveyor dramatically improve e-commerce effectiveness across your entire organization.

On-Link's Rainmaker Sales Web sales application acts as a virtual sales person, guiding Web site visitors from initial needs analysis to a complete and valid solution. Rainmaker Sales' unique, unconstrained data model represents all possible scenarios, no matter how complex the products. Users move freely from feature to feature, option to option, and back and forth as they make tradeoffs based on priorities. This unconstrained selection process is key to selling, as well as collecting complete marketing intelligence.

### Understand Your Customer's Shopping Behavior

Working behind the scenes, Rainmaker Surveyor acts as an objective researcher recording event-by-event details of the actions behind your customer's entire buying-decision process. The application captures every single configuration, option, feature, cross and up-sell. Rainmaker Surveyor's observations are automatic, and indisputable. You are presented with an unparalleled level of marketing intelligence about the Web sales behaviors of your customers, resellers and sales force.

Analyzing page loads can be compared with monitoring which aisles in a store the customer went down. However, page load analysis provides no insight into the buying decision process.

That is where Rainmaker Surveyor comes in. The software runs off the browser and thus lets you see not only what the customer did, but more importantly, what they didn't do. Did they pick up an item and put it back on the shelf? Did they request an item that was not available? Did they put an item in their shopping cart, but replace it later with another item? Rainmaker Surveyor

gives you the insight to understand why your customers did, or did not, purchase.

### Unmatched Market Research

Mail surveys take months to complete. Telephone interviewing is increasingly challenging. Focus groups are expensive and subject to misinterpretation. Moreover, the data collected through these mechanisms can be inaccurate. What people say is not always what they do. It has never been more expensive to get to know customers.

Now there is a better way. Whether you need a little information on a million customers, or comprehensive details on a few, select accounts, Rainmaker Surveyor can help.

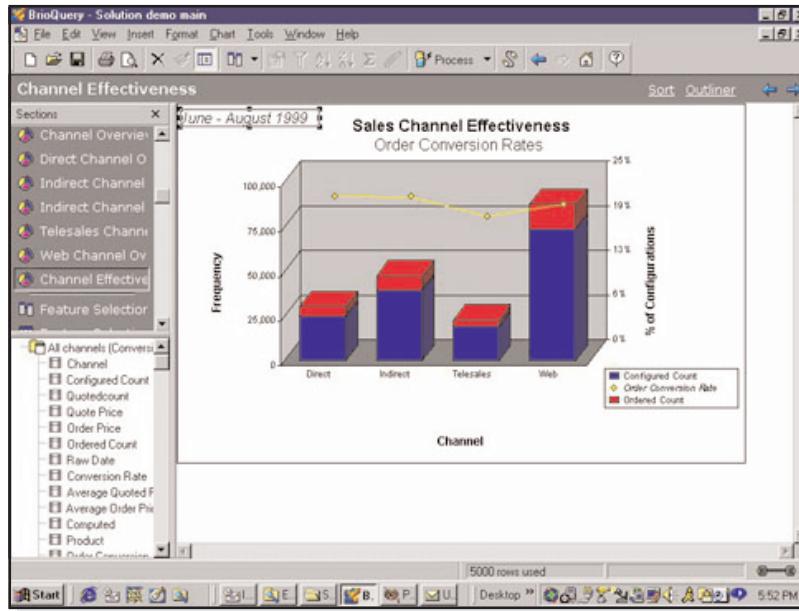
Rainmaker Surveyor provides the data to compare, chart, trend, and perfect your Web sales performance. From simple counts of number of visits to charting sales conversion rates over time and by channel, Rainmaker Surveyor gives you the facts. You will have the data to evaluate click-through rates of cross and up-sells and measure conversion rates and evaluate your wallet share. You will have insight into your customer's shopping behavior, and the ability to influence it the next time around.

To make it as easy as possible to analyze market intelligence, Rainmaker Surveyor works hand-in-hand with standard business intelligence reporting applications such as Cognos, Brio and Business Objects.

### Virtual Product Development

Prior to launch, Rainmaker Surveyor can test reactions to new products, packages and promotions. Pre-production measurement of customer demand allows you to offer exactly the products customers want, eliminating the need to guess which features and options the customer desires. In addition, you can perform live price elasticity tests by feature, product, industry or sales channel.

## Sales Channel Effectiveness



*Sales Channel Effectiveness* tells the user which channel configured the most products, and more importantly, which channel was most effective in converting configurations into orders. With just a few clicks of the mouse, you can also look at the data by product, by reseller, by day, or other factor.

*This chart depicts one of many sample reports that can be created using Rainmaker Surveyor data.*

### Enrich Your Customer's Experience

Rainmaker Surveyor supplies the data required to offer a superior customer experience. You will have the knowledge to provide customers with the most important information at the appropriate time, set defaults to match common requests and adjust shopping paths to suit your customer's preferences. Making it as easy as possible for customers to identify, find, configure and order keeps them coming back, again and again.

### Educate Your Organization

Rainmaker Surveyor's customer insight benefits your entire organization. Product managers compress development lifecycles and offer desired products—at Web speed. Without holding a sin-

gle focus group, your marketing team can continuously test new product offerings, promotions, pricing, and packaging options. For your Web developers, Rainmaker Surveyor takes the guesswork out of customer navigation, eliminating wasted time. And finally, your research department can provide analysis never before available, at a much lower cost.

### Turn Clicks into Profits

Ready to know your customers like never before? We can help. Our Professional Services team will structure Rainmaker Sales to capture the behavior you need and customize reports to provide the analysis you expect from Rainmaker Surveyor. To find out more, please call us at 650-298-3800 or send an e-mail to [info@on-link.com](mailto:info@on-link.com)