

On-Line AdVentures

The newsletter of
On-Line Ventures,
dedicated to
providing timely
information for
our partners,
friends and
associates

March 2002

1st Quarter

On-Line
ventures

On-Line Ventures' Latest Partnership Company

FEATURED
PARTNERSHIP
COMPANIES

401kExchange

www.401kexchange.com

Cognitor

www.cognitor.com

Daleen

www.daleen.com

Technologies

www.daleen.com

FreeMarkets

www.freemarkets.com

General American

[gac.com](http://www.gac.com)

InterTrade

www.intertrade.com

iSky

www.isky.com

MediaGravity

www.mediagravity.com

NameProtect

www.nameprotect.com

NewMarkets

www.newmarkets.com

World Wide Packets

www.worldwidepackets.com

m

Z-force Communi-

cations

www.zforce.com

Visit Our Website:

www.on-lineventures.com

Or call us at:

(904)273-8290

Katie Armstrong is the

editor of On-Line AdVen-

tures, [karmstrong@](mailto:karmstrong@on-lineventures.com)

on-lineventures.com

(904) 273-8298

On-Line Ventures is pleased to announce an investment in its latest partnership company, NameProtect®.

NameProtect® offers a comprehensive suite of research, watching and online brand monitoring services that assist brand professionals, attorneys, and other Intellectual Property specialists in building, protecting and managing their brands in the digital world.

NameProtect, Inc.® is committed to setting the industry standard when it comes to trademark re-



search and registration services. As one of the world's leading trademark research firms, they have helped thousands of entrepreneurs, businesses, attorneys, and other intellectual property professionals with trademark needs by utilizing these services.

For more information visit www.nameprotect.com

FREE Trademark Search



Monitoring Services



Comprehensive Trademark Search



Internet Brand Monitoring



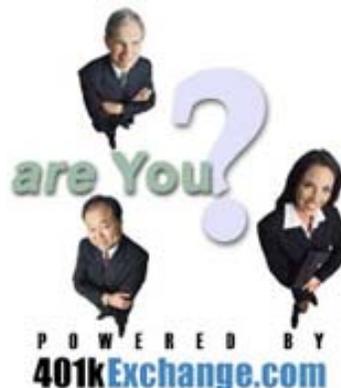
401k Introduces 401kXProspect Goldmine

401kExchange is pleased to introduce their new **401kX Prospect Goldmine** a "state of the art" prospecting and sales database developed with Retirement Advisors and the qualified plan industry in mind. **Prospect Goldmine** provides current and comprehensive information on over 800,000 qualified retirement plans, coupled with powerful, user-friendly search software and details on dozens of effective prospecting strategies.

Great reasons to use

Prospect Goldmine to target sales prospects:

-- The most current and comprehensive qualified plan data available anywhere!



- Intelligence gained through direct surveys of nearly 150,000 401(k) plan sponsors!
- Information updated monthly!
- Fund Manager, Plan Administrator & plan features data not found in 5500 filings!
- Incredible user-friendly search software!
- Valuable analytical information, like ROI, Average Account Balance, Participation Rates, & % of Eligible Employees who are Highly Compensated!

iSKY Announces New Client Relationships

iSKY, a global provider of outsourced customer care services, has announced new contracts for **iSKY North America** and **iSKY Europe**.

In North America, iSKY has been awarded two new programs to further support Amazon.com's current **Customer Service** program. The first effort is a **Cross/Up/Next Selling** initiative supporting Amazon's Corporate Accounts program. iSKY will manage both telephone and email contacts to and from businesses, libraries, and government institutions. Additionally, iSKY will implement a **Relationship Management** program where iSKY CRAs will proofread customer prod-

uct/services reviews emailed to Amazon.com. iSKY CRAs will edit the reviews for content, appropriateness and format prior to being posted on the Amazon.com website.

Two new client relationships have been established with *proflowers.com* and Building America. **Proflowers** is the largest domestic direct-from-the-grower merchant. Proflowers selected iSKY as their sole outsourced customer care partner. **Building America** is a national economic development program developed by the National Association of Cities. **iSKY Europe** has an-



Real-Time Customer CareSM



nounced new relationships with **Selftrade** and **Signum Communications**. Selftrade is an online stockbroker and a member of the DAB Bank. Signum Communications is a telecommunications network service provider to small and medium sized businesses.

For more information, visit www.isky.com



FreeMarkets Announces Agreement with H.J. Heinz Company



"We have invested in FreeMarkets' e-sourcing capabilities because we expect that investment to generate healthy returns through lower costs, greater speed, and improved consistency. We continue to invest in e-sourcing because it represents a powerful link in our global supply chain"
-William R. Johnson, H. J. Heinz Company

Heinz's relationship with **FreeMarkets** began in March 2000 with a pilot project in which Heinz North America used **FreeMarkets'** Full-SourceTM to create online markets for a variety of direct

materials and indirect goods and services.

William R. Johnson, Chairman, President, and Chief Executive Officer of H.J. Heinz Company, said, "In the past 18 months, we have formed a revolutionary business relationship with FreeMarkets that is transforming one of our most critical and traditional functions. Procurement has been a back-room process essentially unchanged since the days when Henry Heinz traveled from farm to

farm to contract with growers for their crops. Today, it is an exciting new, global frontier for Heinz that is being transformed on a global basis by modern technology and thinking." For more information visit: www.freemarkets.com



Cognitor Partners with Astea for Intelligent Knowledge Management with AllianceEnterprise CRM Suite

Astea International Inc. (NASDAQ: ATEA) has announced that **Cognitor** has become a technology partner and is offering Cognitor's **Inteligine[®] Problem Resolution System (PRS)** as a fully integrated capability of its **AllianceEnterprise CRM Suite**. The two companies are also collaborating on joint sales and marketing opportunities.

Cognitor is a leading developer of business analytics solutions that are observation-based and possess the ability to learn. **Cognitor's Inteligine PRS** is a dynamic, self-learning knowledge management technology that improves the performance of customer contact centers, help desks and self-service portals with automated search and retrieval of the most appropriate answer in response to user inquiries.

"Inteligine provides all of the benefits of traditional knowledge management systems, and much more," said **Donna Salvatore, President & CEO of Cognitor**. "Our ability to rapidly implement our solution coupled with an extremely low cost for sustaining the knowledge base leads to a total cost of ownership which is orders of magnitude below other knowledge management vendors."

For more information, visit www.cognitor.com



FreeMarkets International Announces New Agreements with Three New Companies

FreeMarkets, the leading global provider of e-sourcing software and service solutions, has announced the signing of new agreements with:

—Tata Engineering & Locomotive Company, Ltd.—one of India's largest private sector companies and the country's leading vehicle manufacturer.

—CLP Power Hong King Ltd. — one of the leading investor owned electric companies in Asia.

— **Mirant** (NYSE:MIR) —the company develops, constructs, owns and operates power plants and sells wholesale electricity, natural gas, and other energy commodities.

FreeMarkets has helped customers around the world source more than \$30 billion in goods and services in more than 195 different supply verticals and identify savings of more than \$6.4 billion.

FreeMarkets can be found on the Web at: www.freemarkets.com

World Wide Packets Awarded Contract by Grant County, Washington

World Wide Packets, the premier solutions provider for optical boardband connectivity, has been awarded a contract for 1,000 LightningEdge Access Portals to be deployed in Grant County Public Utility's Zipp Network. The Zipp Network, Grant County's broadband fiber communications network, already employs World Wide Packets LightningEdge Concentrators and LightningEdge Access Portals to connect homes and businesses with advanced services using



Ethernet.

"Grant County is to be commended for recognizing that the total cost of a service delivery network extends far beyond the initial capital expense", said Dave Curry, President and Chief Operating Officer of World Wide Packets. In addition to offering tiered services with bandwidth guarantees, granular accounting and billing functionality, and support of multiple simultaneous content providers, the World Wide Packets solution can significantly reduce the ongoing operational expense of a service network as compared to products designed for en-

LIGHTNINGEDGE



terprise deployments. Curry continued, "Combined, these capabilities result in a powerful solution that will permit Grant County to maintain their cost-advantage, realize rapid subscriber growth, and continue to provide the superior service their customers have come to expect - regardless of how large the network becomes."

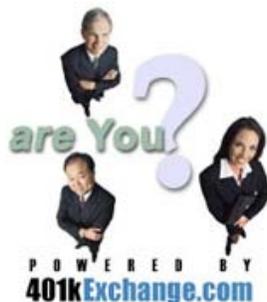
For more information, on World Wide packets, please visit their Web site at www.worldwidepackets.com

401kExchange Surviving the Shake-out

A tumultuous 2001 economy delivered a strong dose of reality to the dot-com market. In an article in *INFO WORLD*, January, 2002, Debbie Devoe writes that last year, at least 537 dot-coms shut down or declared bankruptcy, more than twice as many as the 225 Internet companies that failed in 2000, according to a recent Webmergers.com report. To avoid capsizing in today's stormy environment, many dot-coms are returning to the basics for survival. One such company, **401kExchange.com**, managed to keep a cool head during the hype and stay

rooted in reality. By sticking to business basics, such as focusing on revenue-generating activities, keeping costs in control, and building critical partnerships, customer bases, and competitive advantage, the company remained standing as the market and competitors toppled.

"When VCs are throwing money at you and telling you that you're going to be a bil-



401kExchange.com

Top 100 E-Business Innovator



lion-dollar company, I was seduced for a time. We didn't abandon our revenue-generating activity, but it was not our priority," Barstein says. "In December [2000], I took a hard look and saw that revenues were not coming and that raising money was not going to be easy, if at all possible. I knew we had to reduce expenses. We did by 65 to 75 percent and focused on revenue, which increased by 50 percent in 2001." www.401kexchange.com



151 Sawgrass Corners Drive
Suite 206
Ponte Vedra, FL 32082

.....
: *On-Line AdVentures is produced and*
: *published by Katie Armstrong*
: *(karmstrong@on-lineventures.com). Your*
: *comments and suggestions are welcome.*
:

Data and information is provided for informational purposes only, and is based on sources we believe to be reliable. It is not intended for trading purposes. On-Line Ventures shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.

Cable & Wireless Taps iSKY to Target U.S. Businesses “Orphaned” by Failed Network Providers

iSKY, a global provider of out-sourced customer care services has been contracted by Cable & Wireless (NYSE:CWP), the global communications group, to identify companies about potential losses of Internet service because their current network service providers are experiencing operational or financial difficulties.

Yahoo! Finance
February 2002

General American Develops ASP Solution for Real Estate Settlement Service Companies

General American Corporation, one of the nation's leading technology solutions providers to the real estate settlement services industry, has announced that it has developed new ASP technology for settlement service companies and title insurance agents. GATORS ASP (order management and fulfillment system for title, closing and appraisal services) was on display for the first time at the American Land Title Technology

Forum being held in New Orleans on February 17-19.

“GATORS ASP is an affordable, title and vendor management production system that is user-friendly, exceedingly scalable and provides a comprehensive technology solution for vendor managers and title agencies,” said Chris Behning, GAC’s Chief of Technology Officer

GAC is a leading provider of technology solutions and settlement services to the real estate and mortgage



banking industries. GAC services more than 4,000 customers, manages a network in excess of 10,000 independent vendors, and is recognized as a technology leader in the \$25 billion real estate settlement services market.

For more information, visit www.gac.com



General American Corporation
Providing Appraisal and Title Services to the Real Estate Industry