

Testimonials

"Besides having an outstanding software product, DataJoe's extraordinary service is what separates them from other software partners."

Tomi Hubert
Vice President, Technology Services & Chief Information Officer
Crain Communications

"DataJoe is an awesome program that saves time as well as my sanity! I love that I am able to send e-mails and faxes simultaneously, and I can easily view the status of responses. I also no longer spend countless hours doing data entry. Our clients enter their own data and we can immediately post the update with one click."

Estela Williams, Researcher
Business Examiner, Tacoma WA
DataJoe Client since 2005

"When I get a submission, all I have to do is click a button (to final the submission for a project) - that saves me 20 minutes per submission!"

Gini Beyer, Researcher
Charleston Regional Business Journal, Charleston SC
DataJoe Client since 2005

"Intensive training that allowed me to start using the program within a day. We transitioned to DataJoe immediately. We did not spend time sending out dual surveys while we tested the system, because it already worked."

David Nusbaum, Researcher
Los Angeles Business Journal, Los Angeles CA
DataJoe Client since 2006

"The staff at DJ has answered my every 'life or death' question with friendliness, efficiency and professionalism. They are all consistently available and knowledgeable. Client support is very helpful and impressive."

Liz Wiedemann, Researcher
San Diego Business Journal, San Diego CA
DataJoe Client since 2006

"The team is ALWAYS patient and helpful."

Brandi Simmons, Researcher
Baton Rouge Business Journal, LA
DataJoe Client since 2005

DATAJOE

make your data mean business



Researcher

Reporter

Designer

Marketer

References

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DataJoe's Guarantee of Support:

With any module purchase of DataJoe, you receive unlimited support for trained users. DataJoe offers a commitment to excellence in supporting its customers including on deadline help or consultation for future projects. We mean business when we say, "Make your data mean business."

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Value Proposition

DataJoe's Internet-based software and relational database system is an asset to any publication doing data publishing. Three key factors of the tool's success are:

» Improves Research Efficiency:

DataJoe serves as one centralized database which ultimately saves the researcher valuable time with the automation of surveying, publishing, searching, editing and selling of data.

» Revenue Source:

Using DataJoe e-commerce to sell your data means customers can efficiently find, purchase and download the information they need, exactly when they need it.

» New Product Features:

With your existing data and the DataJoe tool you can create new products to provide your publication with another revenue stream. Use DataJoe to sell dynamic lists, directories, subscriptions, packaged products and so much more!

DataJoe will dramatically increase your efficiency in research, storage compilation and publishing of data.

DataJoe virtually eliminates repetitive tasks from the research process — the system automates the distribution of surveying via fax or e-mail; transfers the burden of data entry from your researchers to survey participants; drastically reduces the time needed to publish layouts of ranked lists and directories and eradicates double entry of data by centralizing records.

Users of DataJoe report research staff saving up to 20 hours per week in research process time. Data publishers already employing a typical research team of two-to three administrators could realize savings of up to 1,000 research hours per year.



Automated Surveying

With the push of a button, researchers can send surveys to thousands of recipients via fax or e-mail and track the success rate of their survey blasts through detailed logs showing which recipients have opened submitted data — and which e-mails have bounced.

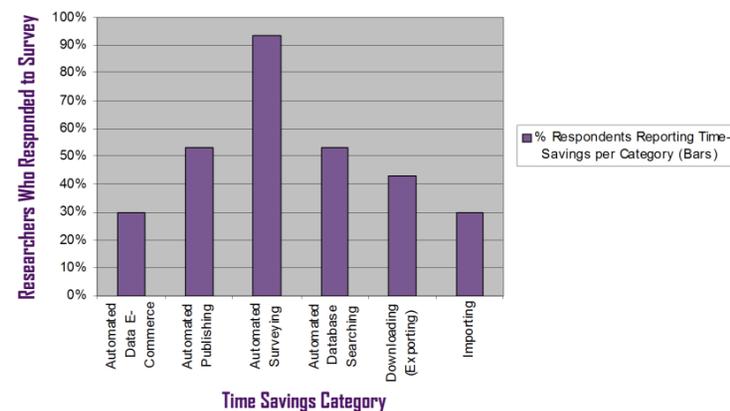
Automated Publishing

Using DataJoe increases the efficiency of your print production process by allowing users of the system to export ranked lists and directories in a variety of production-ready formats *.pdf, *.doc, *.csv, *.html, *.xtg, *.xls, or InDesign tags. Lists or directories can be exported — or re-exported — in a matter of seconds by any administrator of the system, taking the crisis out of last minute changes — and potentially freeing production staff from the task of building charts or directories.

Centralized Data and Images

DataJoe provides a central location for the storage of your data — as well as a fully extensible image library (available Spring 2009). With DataJoe you can quickly view all data associated with a specific record, creating both internal efficiencies and access to valuable information previously unavailable. Administrators can easily and safely maintain data attached to records across research campaigns with multiple log-ins, discrete privilege levels and field-level logging of changes. Store, tag, retrieve and embed in production-ready formats and images of any type.

Categories in which Clients Reported Time-Savings



DataJoe increases efficiencies for your researchers and your bottom line. Using DataJoe e-commerce to sell your data means customers can efficiently find, purchase and download the information they need exactly when they need it. Prospective customers of an online data portal are in your own backyard. They include all companies that conduct business-to-business transactions or a sales guru needing a mailing list. Be sure they come to you for their data needs first by using some of the following options:

Data Products

Integrate our out-of-the-box e-commerce portal seamlessly into your Website, providing customers access to any of your digital data products, PDFs, sample html previews, articles, or public records. When sold at a premium price, watch your revenues climb with little online maintenance and effort. Neither sales nor billing of your digital products requires any human intervention, creating a highly profitable--and previously unrealized--stream of revenue for your company.

Subscriptions

In addition to simply offering products, use DataJoe's e-commerce tools to build subscription levels into your product mix and harness the strength of your database. Subscriptions are the perfect offering for frequent downloader's who need repeat access to your data. Subscriptions create loyalty and sustained interest in your data offerings and potentially a whole new kind of consumer.

Subscription revenue, like data product sales, is essentially "passive income," requiring no human intervention for either fulfillment or billing.

Digital Dashboard

For users looking to optimize their data sales, DataJoe's e-commerce tools include a digital dashboard, which gives you the insight you need to maximize your profits. The dashboard tracks page views, visitors, the average time spent on your site, returning and unique visitors, sales and product-specific purchases. Altogether the data presented in the dashboard, allow you to find the perfect product mix and pricing model for your market... then download the names and e-mails of previous purchasers of products and drive them to your newest offerings.

Average Sales/ Year (National & Large Regional Publications Using DataJoe)

