

Online registration and data management services



“The new AccelaWorks Form Builder module is even easier to use because of the graphical interface. It allows my team to have more control over the creative aspects of the form design, without needing any special HTML or other technical skills.”

Gregg Pinsky
VP Online Sales
Computerworld

“AccelaWorks has been a boon for me because I can do the work myself and it has changed the way I create and manage programs.

Rafael Sosa
Senior Marketing Manager
PC World

The immediacy of the web offers companies a fast, efficient method of capturing and processing registration data for events, symposiums, training, market surveys, promotions, webcasts, or other lead generation programs. However, the complexities of developing a truly integrated registration system often requires involvement and support from technical staff or web designers who are facing multiple demands, forcing you to turn to other alternatives. Many outsource options exist, but they are often costly, require lots of set up time, are not centralized and allow for little if any customization.

An alternative to expensive online registration systems

AccelaWorks provides you with flexible and robust web response management tools that can be set up quickly, while seamlessly interfacing with existing web sites or content delivery systems. The system is available for use 24/7, on a self-service basis.

Not only can your registration form be integrated into any web page, you can access the registration results 24 x 7. Follow-up communications (such as confirmation or thank you pages) can be defined, custom reports can be created, and user access rights can be assigned to various groups (such as agencies, partners, or sales departments), with point-and-click access.

Most importantly, AccelaWorks gives you the flexibility to pass your data to other systems in real-time, or set up advanced delivery instructions based on your own classification criteria. Data is then distributed automatically to multiple contacts in real time, nightly or on a weekly basis.

A multitude of benefits to anyone managing online data collection

AccelaWorks requires no special hardware or software and is available on the web 24 x 7 to:

- Give you an integrated, turnkey solution to easily capture registration data in any web page
- Help you understand your registration results through multiple report options
- Maximize the effectiveness of your marketing efforts with automated source tracking
- Easily store all registration data from multiple forms in one place with “roll-up” reporting
- Pass registration data to other systems through real-time data post functionality
- Give you advanced classification and delivery mechanisms for external customers or partners
- Provide cost effective tools for creating unlimited forms with our corporate licensing program

The AccelaWorks online registration system provides you with the features and tools you need to create and manage your online registration forms, from the point of data collection all the way through to the distribution of clean records to one, or many points of contact. The system can be used on a self-service basis.

Easy-to-Build, Beautiful Forms

Form Builder is the core of the AccelaWorks system, with pre-built components to support simple drag and drop design features, enabling any business computer user to create their own form. You can design and publish data-capture forms quickly and easily, right from your desktop. Additionally, each new form can be completely customized with your corporate, program or product branding, to visually integrate with your entire effort.

Form components including text, images, buttons and a variety of question formats are simply dragged from the design pallet on the left, onto the page layout area on the right. Components can be easily moved around and formatted by double clicking to open its properties. The Style Manager then defines the default styles for various types of text in the page, including font, size, bold, italic, underline, color and alignment options. Absolutely no back end HTML or Java coding is required.

SSL Form Support

Forms may be protected with 128-bit encryption to further enhance the security of data being passed through web-based forms, for use by clients collecting more sensitive data such as financial and/or medical information.

Easily embed your registration form within any web page with a snippet of java code.

Drag and drop tools make it easy for anyone to design and build their own forms.

Duplicate Existing Forms and Components

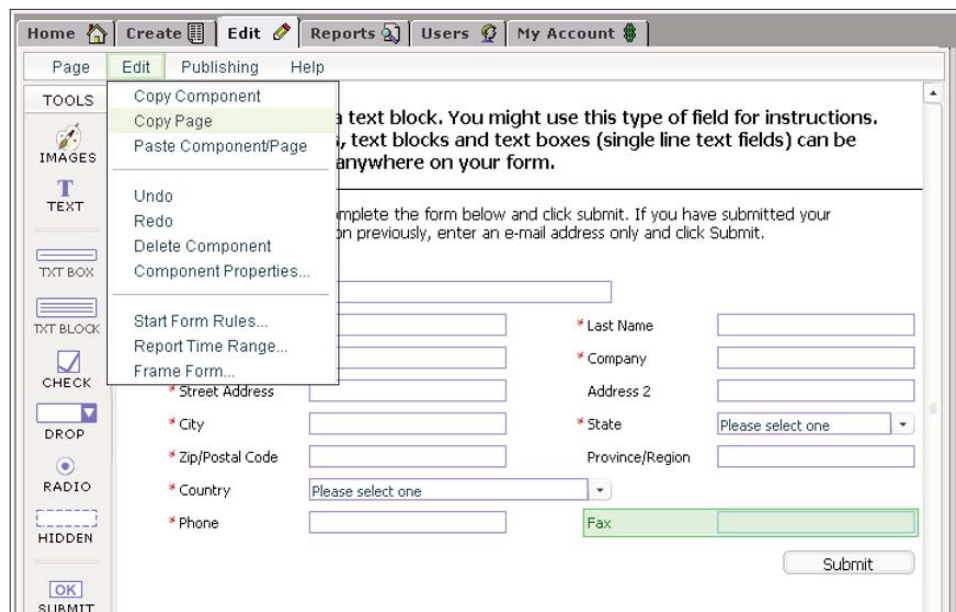
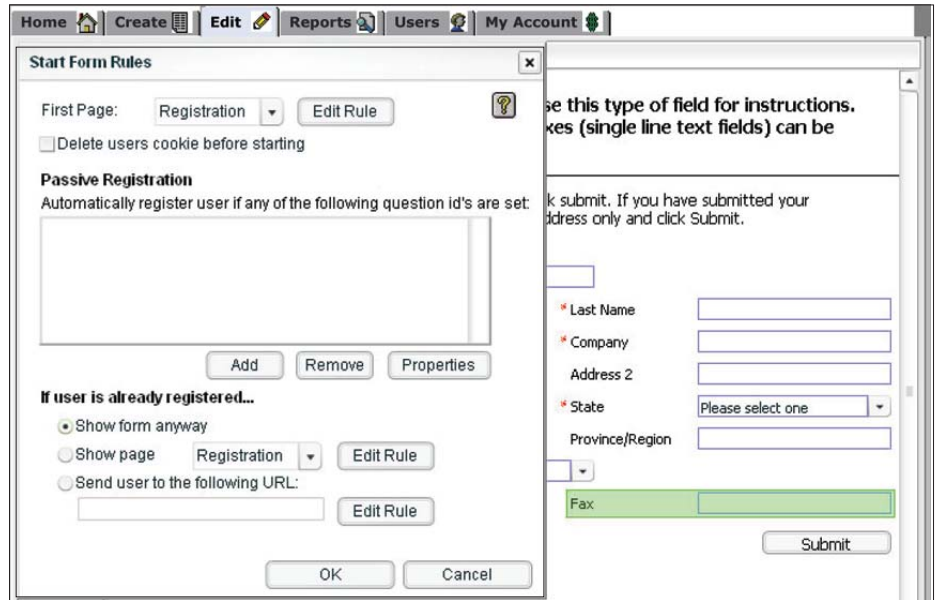
Registration forms can be built from scratch, or by copying existing pages or components with just a few clicks. This not only speeds up the building process, but also offers the dual benefit of simplifying data collection for returning visitors. It is often desirable to have the same question appear on many forms or even on several pages of the same form. This allows questions that have already been answered by the user to be pre-populated and allows reports to be rolled up. For example, many forms require basic contact information such as name, title, company and address and if the user does not have to supply this information every time, response rates can be improved.

Copied components will preserve all configurations and will store collected data in the same location in the database. This will then be reported as a single question in reports and will pre-populate question fields if that feature is enabled. If the entire page is copied, then all components and attributes of the page, including label, page size and default styles are applied to the new page. The new form will then pre-populate with previously provided information, if available. Only new questions will need to be answered by the user. In some cases, part or all of the form may be skipped if the required information has already been collected.

The "Start Form Rules" capability allows you to define additional rules for skipping the form if the user has already registered or otherwise satisfied registration requirements.

Point-in-Time Data Storage and Reporting

All forms use "point in time" technology to store and report the version of a field as it was at the time of registration, even if it was later updated in other programs. This allows for easier re-use of questions to support standardization of data across programs, as well as historical chain-of-event analysis for a particular user.



The "Copy Page" function allows you to create new forms within minutes and insures consistency across your data collection efforts.

Sophisticated Form Configuration Management

Form Builder offers sophisticated options to improve the efficiency of your data acquisition efforts such as data pre-population, passive and incremental registration, multi-page forms and conditional branching. Each is designed to optimize the user experience and capture the optimal amount of information for each data collection effort. All of these options can be configured, within a simple interface that offers drag and drop design and layout capabilities.

- Pre-population - enables the form to be filled with pre-existing user data when a visitor returns to your site, so they can confirm that their information is correct and they won't need to retype the same information twice. This helps to improve accuracy, as well as response and completion rates in cases where additional data is required on return visits.
- Passive registration – lets users skip the registration page if they have already provided needed information in prior forms from related programs.
- Incremental registration – rather than present each user with the same registration page every time they visit, collect the core data once and then request only the supplemental information that is required.
- Multi-page registration – allows you to spread data collection over multiple pages in cases where there are several questions to present, such as in a survey.
- Conditional branching – Enables you to send users to different destination pages based on user interest, preferred language, or any criteria you define.

field macro can insert the current value of a question field into the text of a follow-on HTML page or e-mail. Additionally, you can pass text from a sourced URL in a cost-per-click ad and have it appear anywhere on a landing page registration form to increase the likelihood of conversion.

Macros can also contain if/then/else logic to create branching forms. Conditional macros may also be used to determine a wide variety of appropriate follow-up actions or communications based on information matches within specific fields.

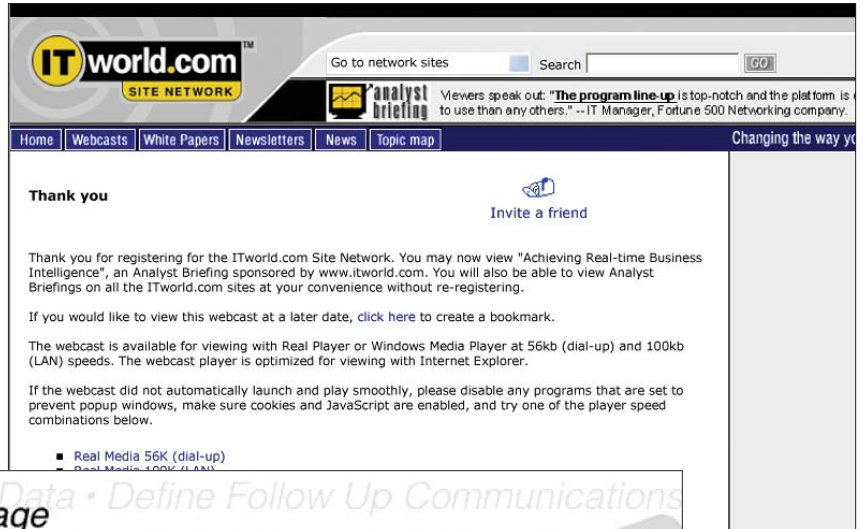
Example: A “thank you” page contains a text block including the following statement, “Thank you **[[FirstName]]**”. By embedding the macro within your text, it will display the contents of the **[[FirstName]]** field from the original registration page, within the desired text block.

Personalization using macros

Macros can be used in a variety of ways within forms; the most common use of macros is to access the value of a field for display or other decisions. For example, follow-up communications can easily be personalized using macros. In this case, a display

Follow-on Behaviors

The registration form can be embedded within any web page and you can create associated "behaviors" for your registration forms, the thank you page and the /or confirmation email. For example, you can direct respondents to different content locations, depending upon the information they provide in their form. A specific, customized email will then be sent to each respondent. With these tools, complex business rules may be defined to control the flow between forms and where the user is sent after they complete the form.



Dynamic Data Integration

Dynamic data integration automatically provides a vital link to external systems such as SFA and CRM applications, allowing for more efficient follow-up and the ability to append any data captured in AccelaWorks to existing records. Additionally, data translations may be defined to map one set of data values to another. For example, country names may be mapped to country codes. Macros may also be used to combine data values, and conditional logic can be used to define which data values to send. The new data integration functionality also allows users to optionally filter data based on the record classification. For example, users may avoid sending data for records that are classified as junk.

Real Time Data Post

Send HTTP post with each registration

Destination Uri:

Only send registrations with the following Classifications:

A B C Junk Internal Competitors

Data to send. Use Macros to Reference Question Data IE: [[FirstName]]

Field Names	Values to Send
email	[[Email]]
first_name	[[/User/FirstName]]
last_name	[[/User/LastName]]
title	[[/User/Title]]
company	[[/User/Company]]
street	[[/User/Address1]] [[/User/Address2]]
city	[[/User/City]]

OK Cancel

Edit Field Translation

Field Translation Name: Country

Underlying Question ID:

Value Map (macros can not be used in the value map)

AccelaWorks	External
United States	001

case sensitive

default accelaworks value default external value

Automated source tracking

Each form has a built-in unique source identity, giving you the ability to automatically generate source tracking to be used in all of your promotions. This allows you to gauge the performance of various marketing vehicles, such as websites, emails and in-booth live registrations.

Source	Registrations	Click Throughs	Yield
aciem01	148	499	29.7%
smmem02a	144	475	30.3%
aciws	128	470	27.2%
gg103	74	520	14.2%
acihp	61	393	15.5%
smmem01a	38	95	40.0%
gg102	26	274	9.5%
aciwrc	18	95	18.9%
smmem01b	15	41	36.6%
acisfcdmem	14	32	43.8%
acityem	9	31	29.0%

24 x 7 Source Report

- Clicks vs. Registrations
- Total Yield

32% Yield

26% Yield

Wi-Fi: It's not so scary anymore

18% Yield

Rapid, customized reporting

After your form is live and data starts filtering into your account, you can easily generate reports on common audience demographics, by date, or by any customized fields in your registration form. A source report tells you how many registrations were completed with the source code used in your promotions, so you know which vehicle is most effective – a critical data point for optimizing your marketing efforts.

Aggregate Form Reporting - Reports may be run across hundreds of forms to aggregate data for higher level trend analysis, such as average view time, clicks, promotional source, and conversion yield. Results are generated and displayed in milliseconds. "Shortcuts" make it easy to report on activity by project, client, or other ad hoc grouping of programs.

Customized Report Formatting - Detail reports can be customized by changing the order of columns, changing header names and expanding response data from check boxes, radio buttons and multiple response options, to simplify advanced demographic analysis in Excel and to prepare data for import into CRM systems.

Repeat Activity Reporting - You may include repeat records in reports run at the program or folder level to providing enhanced intelligence about user behavior. This feature shows how many times a person has registered for one or multiple programs to illuminate their level of interest in a particular topic and value as a prospect or customer.

Registrant Question Summary

Program: **Next Gen Webcasting**
 Time Report Generated: 03/18/2005 08:31 AM
 Registrant Classification: A

View all answers to the following question: **Email Address**
 View all answers to the following question: **First Name**
 View all answers to the following question: **Last Name**
 View all answers to the following question: **Job Title**

Current Program: Next Gen Webcasting

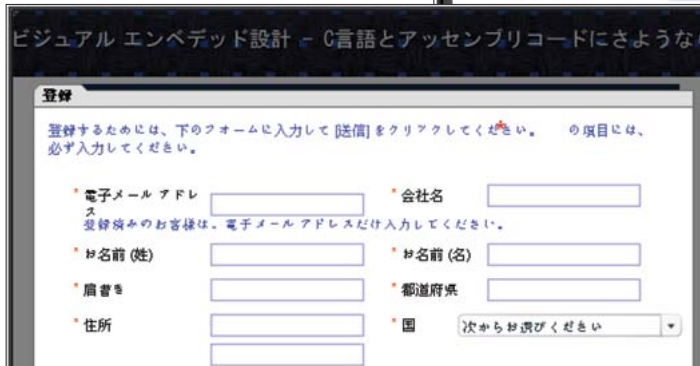
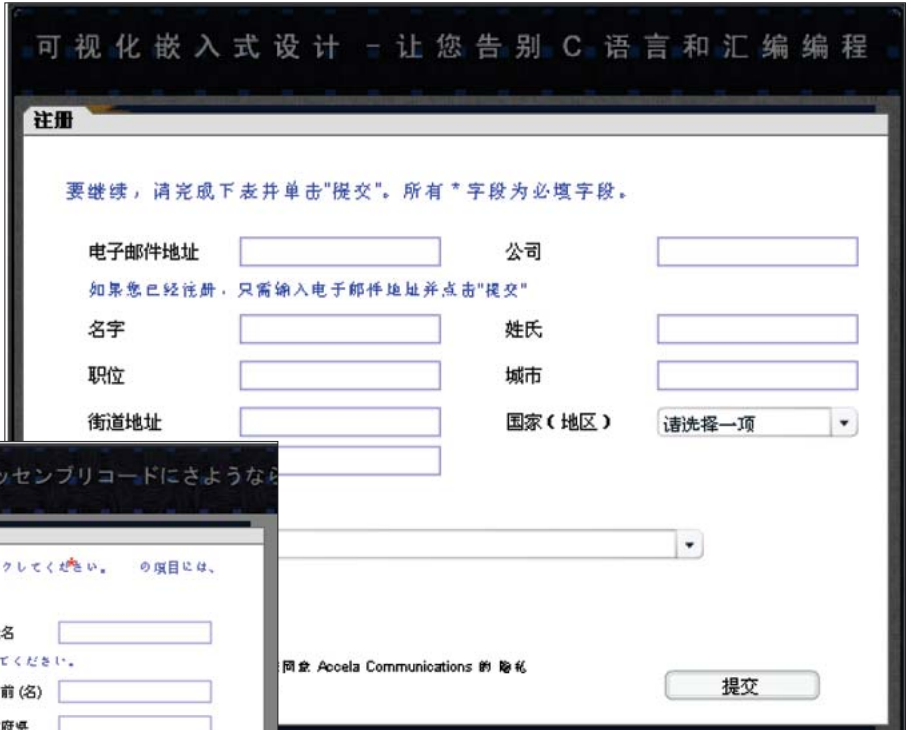
1. Select A Report

- Executive Summary
- Registrant Question Summary
- Registrant Contact Info (HTML Table view; 50 records per page)
- Registrant Contact Info (MS Excel format)
- Source Report
- Usage Report

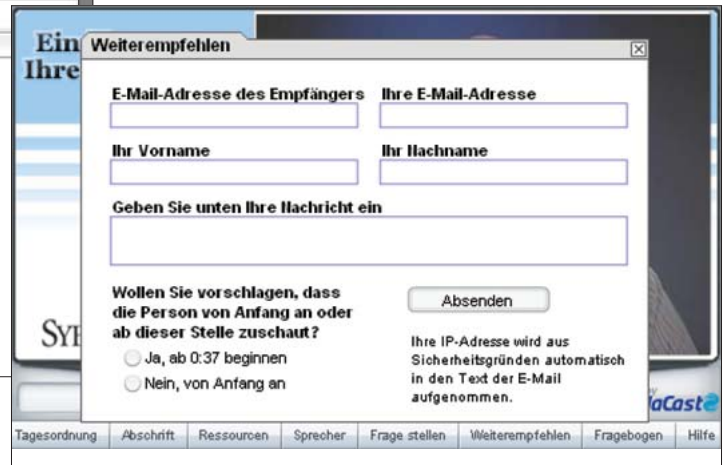
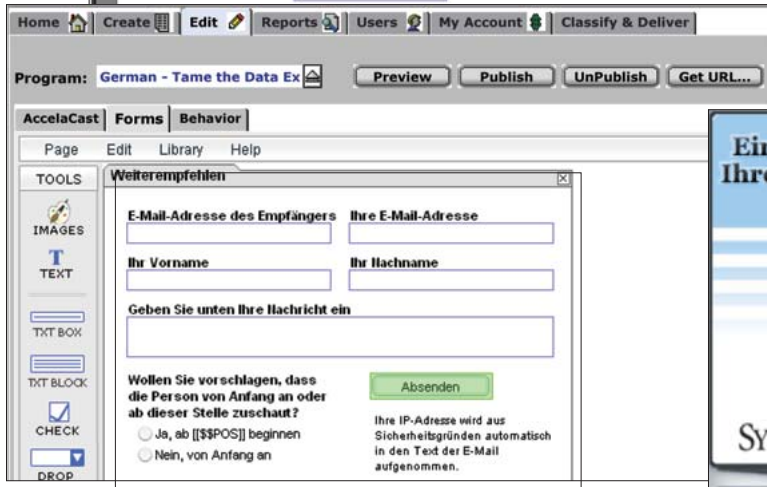
Run Report

Multi-lingual support

AccelaWorks includes international language support using UTF-8 encoding. Users can simply cut and paste a wide variety of linguistic characters into dialogue boxes within the application and they will be rendered properly during both the creation and display of forms. This sophisticated support enables you to publish forms, collect and distribute data in any language.



Forms can be localized in a variety of languages with data stored in the native character format.

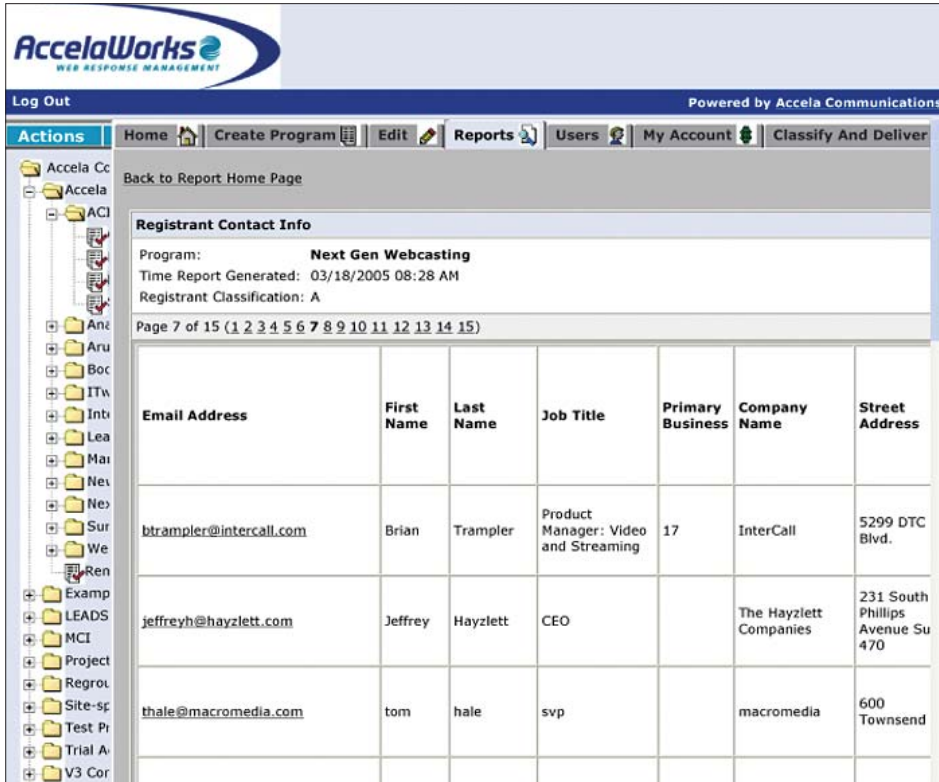


Protected Content Storage

AccelaWorks users may upload content such as a white paper for hosting within the system, eliminating the need to find other hosting for registered content. If an unregistered user attempts to download the content, they are automatically redirected to the appropriate registration page, to support pass along customer data acquisition.

Classify and deliver

Advanced filtering features enable you to set criteria for identifying “junk” and internal registrations to remove them from the viable pool of contacts, as well as set criteria for the classification of “A”, “B” and “C” registrants. For example, you may choose to classify registrants in different categories based on their functional role, geographic location, or any other selection criteria chosen by the user in the registration form. Routing rules enable you to automate the distribution of registration data to multiple contacts in real time, nightly or on a weekly basis.



Corporate Licensing Program

Enterprise licenses are available to companies who choose to have unlimited form creation, data management, reporting and hosting services. This program provides the maximum flexibility for multiple users in organization, at the lowest possible cost.

Web response management made easy.

Accela Communications

provides a suite of software platforms and professional services to produce, deliver and measure interactive video communications across a wide range of industries including healthcare, information technology, financial services, marketing services, and other business sectors.

We create opportunities for market and audience engagement with the AccelaCastSM rich media platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks[®] data acquisition, measurement, classification and delivery system.

For more information, please visit: www.accelacommunications.com

Learn more about AccelaWorks, contact us:

Cynthia Keyes
 Account Manager
 508.303.9731
 cynthia_keyes@accelacommunications.com

Jeff Bodenmann
 VP Partner Development
 508.303.9705
 jeff_bodenmann@accelacommunications.com