

Get true Blue insight into your organization

Much of the knowledge you need is locked up in the minds of people you work with every day: your clients, vendors, boards, and staff.

But how can you access it?

eXplorance, powered by Blue, provides educators as well as HR, marketing, and customer service teams with easy-to-use software for creating intelligent surveys, appraisals, tests, forms, and reports, right from the Web.

Blue makes your life easier

Are you currently taxing IT resources with requests for email lists, special forms, or detailed reports for your surveys and evaluations? And then waiting two, four, even six weeks for the results? Blue cuts through this frustration by providing an easy-to-use, Web-based system that can access any data you keep in your organization.

If you can use a Web browser (like Explorer or Firefox) you can already use Blue.

With Blue, you can quickly create your own Web-based surveys, appraisals, tests, forms, and 360 reviews. And then distribute them to anyone you like, whether it's 100 or 500,000 people. Blue automatically sends out reminders to non-responders. When the information gathering is complete, you can easily create your own reports to review the results. All without having to burden your IT department.



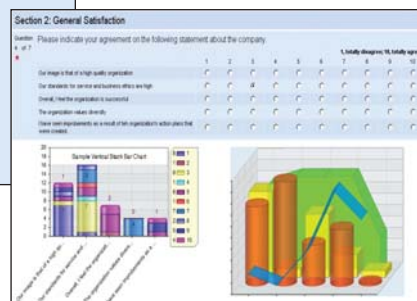
Step 1: Define general settings



Step 2: Create questionnaire



Step 3: Set up launch parameters



Step 4: Analyse results

What does connecting to your existing HRIS, CRM or other data source mean for you?

Smart surveys, evaluations, forms, tests, and reports

- You don't have to keep asking the same questions, because your information gathering initiatives have access to key data about your audience
- Your surveys are faster to create and faster to answer, increasing the response rates and honesty in responses
- You can analyze results more intelligently, combining data received from your information gathering with other data such as department, tenure, geography, or other demographic information

What does 100% Web-based mean for you?

Efficiency

- Eliminate need for special software, tools, or plug-ins to create, respond to, and analyze questionnaires, 360 reviews, appraisals, reports, etc.
- Any registered user can access the system from anywhere with an Internet connection, at any time
- Simplified rollouts and upgrades: there's only one machine to setup and upgrade, not hundreds or thousands of machines
- Lower total cost of ownership (TCO)

What does connecting to your organization's authentication source mean for you?

The best security

- Security clearance levels are managed in one central location, making this key function as safe as possible
- Single sign-on. You only need to sign on to your computer once to access all the programs you need, including Blue

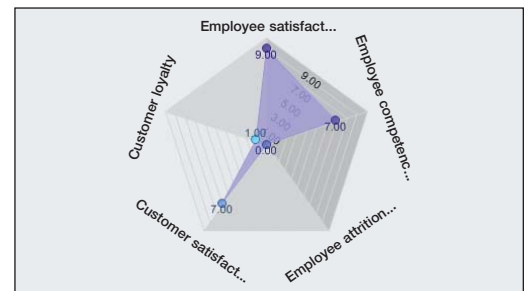
Blue makes you more strategic

With Blue, you can use your existing CRM, HR, and/or authentication system. This means you can send smart surveys, appraisals, tests, forms, and 360 reviews that don't turn off respondents by asking obvious or intrusive questions like name, position, department, or purchase history. And, you can create sophisticated reports that combine historical and demographic data with your results.

Sophisticated analytics

With Blue's filtering and sorting features, you analyze your results in detail, looking at trends by department, position, geography, or any combination of any demographic information you have. Blue enables you to drill down to key information and still maintain strict confidentiality.

With Blue, you can weight questions and group them as you wish, creating key "indicators" that show immediately how you are performing in certain areas. Instead of overloading upper management with too much information, just send a few key indicators that summarize important information quickly and intelligently.



Blue makes you more efficient

Gone are the filing cabinets stuffed with paper forms or the dozens of spreadsheets scattered in various folders across your network. Blue keeps all the vital information you need in one place. Every user can access Blue from any location with an Internet connection. And the built-in security shows only the data they have permission to access.

Easy installation and upgrades

Because Blue is 100% Web-based, there are no special tools, applets, or plug-ins to deal with. Rollout is dramatically simplified, and upgrades take place on one machine only. Blue eliminates the need to deploy tools across every individual computer in your organization.

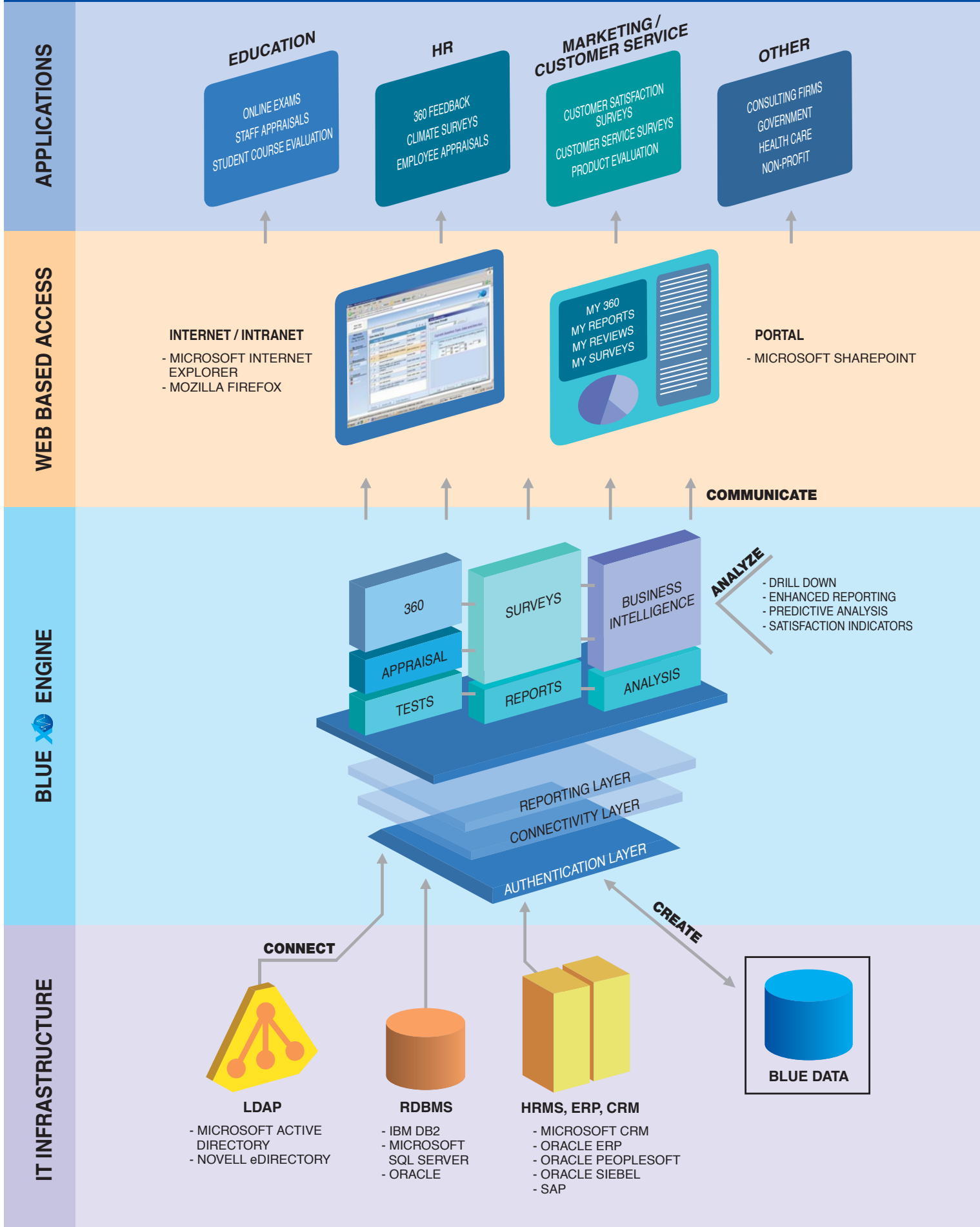
Flexibility

With Blue, you can choose between a hosted or a licensed application. If you prefer the security of keeping your data in-house and a lower overall TCO, you can pick a traditional license agreement. Or if you prefer to make monthly payments and have us handle all your needs, you can choose the hosted model. Either way, you get the same great benefits.

Blue makes you look good

Blue's user interface and online forms are easy to customize, so you can add your company logo and colors. Your brand is reinforced within and outside your organization, at minimal investment.

Powered by Blue





Highlights



Key benefits of Blue for IT

- ◆ 100% Web-based
- ◆ Scale from – 100 to 500,000+ respondents
- ◆ Connect to multiple data sources simultaneously
- ◆ Connect to RDBMS, LDAP, CRM, and HRIS
- ◆ Integrate with existing infrastructure
- ◆ Set as many authentication levels as you like

Key benefits of Blue for your organization overall

- ◆ **Rapidly gather the strategic intelligence** your organization needs to make more informed decision
- ◆ **Attain autonomy** in the gathering and analysis processes, reducing the burden on IT resources
- ◆ **Enhance communication** with your clients and staff, improving your relationship with them
- ◆ **Obtain multiple tools with a single system**, for surveys, appraisals, tests, forms, 360 degree feedback, and more
- ◆ **Automate tedious processes** for the creation, distribution, and management of information, freeing up time for more analysis
- ◆ **Create a professional look and feel** in your communications that matches your corporate standard
- ◆ **Maintain security and confidentiality** throughout the entire information gathering process
- ◆ **Leverage** the information and security you have already invested in within your organization

eXplorance.com



At eXplorance, we set out to create the world's best Web-based intelligence gathering and management systems. Naturally we talked to many people working in HR, marketing, training, IT, and customer service to ask what they needed most.

We discovered that the biggest weakness in intelligence gathering and management was that the systems didn't fit into their existing IT environment. Without this integration, setting up was drawn-out and painful. And without any way to access data in existing systems, every survey, form, test, and appraisal had to repeat the same old questions (name? department?), which turned off respondents, reduced response rates, discouraged honesty in responses, and wasted everyone's time. A standalone system that doesn't integrate with existing operations just couldn't provide the true business intelligence or operational efficiencies that organizations needed.

When we designed Blue, we designed it specifically to integrate quickly into your existing environment. Others may claim this, but Blue really does it.



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