

Envisioned as an Ultimate Software Oasis, ComponentIndia is one of the largest software repository showcasing software tools, utilities, products, applications and components across all industries. Its database includes an extensive list of software developers and companies, providing a cost effective and convenient e-marketing avenue for Publishers or Companies who wish to sell their software. ComponentIndia's Platinum Package is designed to provide Publishers a suite of value added services and tangible benefits which allows maximum flexibility to meet the mission-critical demands of today's competitive business environment.

Service Offerings

Marketing Services

- ◆ Product Listing
- ◆ Search Engine Submission
- ◆ License to use ComponentIndia Logo
- ◆ Product Launch Advertising (New Releases)
- ◆ Online Sales Tracking
- ◆ Reciprocal Links to your website
- ◆ Advertorial
- ◆ Direct Feedback: Forums & Online Reviews
- ◆ Product Screen Shot Display
- ◆ Website Advertising (Product Banner Display)

Selling Support

- ◆ Access to ComponentIndia Contact Database
- ◆ Targeted Email Marketing
- ◆ Information on Events & Industry Trends
- ◆ Opportunity to meet Industry Contacts
- ◆ Channel Sales

Catalog

- ◆ New Product Display
- ◆ e-catalog
- ◆ Advertorial Listing
- ◆ Advertisement
- ◆ Paper Catalog Printing

Publisher Information

- ◆ Personal Publisher Information
- ◆ Detailed Publisher Page
- ◆ e-shop

Product Assurance

- ◆ ComponentIndia Tested Seal
- ◆ ComponentIndia Quality Seal

Report & Management

- ◆ Online Sales Report
- ◆ Direct Marketing Collateral Agreement
- ◆ Product Banner Management
- ◆ Personal Information Management

Measurable Marketing Metrics

- ◆ Customer Survey & Feedback

Product Display

- ◆ Alphabetical Display of Products

Newsletter

- ◆ Publisher Newsletter
- ◆ ComponentIndia Newsletter

ComponentIndia

MARKETING SERVICES

To create a competitive advantage for your software, ComponentIndia promotes your software to thousands of prospective buyers and provides marketing leading strategies giving you visibility and access to increase market share and revenue. Services include:

◆ Product Listing

Product Listing opportunity is available to every Software Publisher, enabling them to sell not just one software but all their products. Publishers can list their products via several different categories and types, and also have products appear under the relevant market segments.

◆ Search Engine Submission

By registering your product with key search engines, ComponentIndia's search engine marketing initiative ensures your product is listed on relevant search engines leading to an increase in your website traffic and visibility.

◆ License to use ComponentIndia Logo

Once you register in our Platinum Publisher Program, ComponentIndia grants Publishers a limited, nonexclusive, royalty-free license to use its logo as a link on your website or to promote the marketing of your products.

◆ Product Launch Advertising (New Releases)

Updated everyday, the **New Releases** showcases the latest service offerings and creates a unique opportunity for each and every Publisher to gain instant visibility and inform and update customers on their products.

◆ Search Engine Submission

Registered Publishers featuring their products on ComponentIndia are offered the benefit of generating sales reports to track their sales. This tool offers Publishers easy access to see at a glance which products are generating more sales.

◆ Search Engine Submission

Aimed at increasing web traffic, ComponentIndia provides reciprocal links to Publishers' websites. Reciprocal links help Publishers in two ways by increasing web site traffic from people who click on the links and also play a major role in boosting rankings in search engines

◆ Search Engine Submission

As a Platinum Member you are automatically entitled to place an advertorial in ComponentIndia's newsletters or catalog.

◆ Direct Feedback via Forums & Online Reviews

Publishers can obtain direct feedback on their Software via ComponentIndia's forums and customer review.

◆ Product Screen Shot Display



A product screen shot is provided with every software a Platinum-member sells on the ComponentIndia web-site.

◆ Website Advertising (Product Banner Display)

A great way to highlight your products on our website, Product Banner Display is an excellent website advertising strategy designed to attract customers to your service offering. ComponentIndia provides Product Banner Displays on the homepage creating an opportunity for Publishers to gain instant visibility each time a user accesses our website.

SELLING SUPPORT

ComponentIndia provides a rich set of tools and deliverables to help sell your software via our portal. With an established client database, we help sell your software in identified target industries via various marketing initiatives.

◆ Access to ComponentIndia Contact Database

A Contact Database containing key contacts and their information is maintained and updated regularly by ComponentIndia's marketing team. Publishers are provided access to this database and can send direct mailers to identified market segments best suiting their product offering ensuring that information they wish to share is reaching the right audience.

◆ Targeted Email Marketing

ComponentIndia's targeted email marketing is designed to help Publishers easily distribute information they want to share with targeted market segments. With the help of our Contact Database, Publishers have the choice of deciding what information they would like to distribute and can include direct mailing pieces ranging from newsletters, email blasts, discount offers, schemes, updates, product information etc.

◆ Information on Events Industry Trends

Platinum Members are provided regular information updates on opportunities with regards to events, conferences and industry trends specific to their sector and service offering.



SELLING SUPPORT

◆ Opportunity to meet Industry Contacts

ComponentIndia provides and arranges for opportunities through which Software Publishers can regularly meet Key Industry Contacts to increase visibility, credibility and create a platform to facilitate future marketing opportunities.

◆ Channel Sales

ComponentIndia provides Platinum Members an opportunity to increase its revenue and visibility via its channel sales initiative. Channel Sales strategies are designed to enhance your software portfolio with value added services; assist your firm to develop new alliances with leading and innovative IT companies and provide customized solutions to increase your market value.

CATALOG

ComponentIndia publishes Catalogs twice a year and distributes it to key IT and software companies in India. Catalogs include: e-catalog and print catalog.

◆ New Product Display

As a Platinum Publisher, you are encouraged and automatically entitled to use the catalog as a marketing avenue to advertise your new products.

◆ E-catalog

ComponentIndia creates and distributes e-catalogs twice a year ensuring all product information featured by Publishers is made available to key Industry audiences. This is an excellent medium to electronically reach out to audiences across the globe.

◆ Advertorial

Platinum Members are provided the option of placing advertorials at no additional cost in ComponentIndia's e-catalog and print catalog.

◆ Advertisement

Similar to an Advertorial, Advertisements can be placed by Platinum Members in ComponentIndia's catalogs; Print Catalog and e-catalog. Advertisements can include information to promote your products and services or any information you might wish the public to know.

◆ Paper Catalog Printing

ComponentIndia provides Platinum Members a special Paper Catalog and takes care of its printing costs and provides Platinum Publishers free copies of this catalog.

PUBLISHER INFORMATION

◆ Personal Publisher Information

Platinum Members are provided access to display their personal information (**Publisher Information**) via the ComponentIndia website.

◆ Detailed Publisher Page

A **detailed Publisher page** which is an additional webpage is also available to Publishers who wish to have a customized listing of their product information or any other information they would like to display.

PRODUCT ASSURANCE

◆ Detailed Publisher Page

ComponentIndia tests each and every software submitted and provides a Tested Seal specifically designed to show your software has passed all compliance and conformance requirements giving you the credibility that customers rely on.

◆ ComponentIndia Quality Seal

A quality seal is also provided to Platinum Members which distinguishes itself from the ComponentIndia Tested Seal as software that has undergone supplementary and additional quality tests and standards.

◆ e-Shop

ComponentIndia's e-Shop offers an e-commerce solution complete with features like; inbuilt shopping cart, flexible product management wizard, interface to manage discount schemes and special offers, Affiliate Management System, Sales Report generation, order tracking, customer wish list and other modules that provide convenience to businesses as well as to users.

MEASURABLE MARKETING METRICS

◆ Customer Survey & Feedback

ComponentIndia conducts customer surveys on a regular basis. Based on questions compiled by ComponentIndia's marketing team, these surveys provide a measurable marketing metric that can be used by Publishers to determine what the current market trend is. In addition it can provide valuable statistics for Software Publishers who are unable to monitor the market trend and provide insight on future growth and sales.



