

Pravega Network Membership	
Pravega Business Services	Pravega Marketing Network
Free CRM	On-demand Email Access
Free Email Marketing	On-demand Phone Access
Free Employee Discounts	Permission based Marketing

Membership in the Pravega Network gives you access to the Pravega Marketing Network and Pravega Business Services.

Pravega Business Services delivers various valuable services for free, saving small businesses and their employees thousands of dollars. The service includes the following:

Free CRM

- Accounts, leads, opportunities, contacts, tasks, notes, meetings
- Centralize data, access from anywhere, institutionalize, collaborate, search and discover
- Keep track of all communications, manage lead conversions, drive sales, monitor performance

Free Email Marketing

- Built in templates, spam and rendering tests, PowerMTA, enterprise class delivery management, list management, subscription management, autoresponders, lead capture forms & more..
- Stay in constant touch with your customers
- Resell, upsell, cross-sell. Nurture leads, inform users, educate prospects, build relationships

Free Employee Discounts (coming soon)

- Employees receive discounts on thousands of products from hundreds of merchants
- Coupons, sales, special promotions, free shipping, seasonal sales and more
- Employees save hundreds of dollars or more in their regular purchases. No cost to company!

Pravega Marketing Network is redefining the direct marketing model. The Pravega Network is a cooperative marketing network where each member contributes access to themselves via email and phone channels and in return gets access to every other network member for marketing their own products and services. The network gives complete control to each subscriber to control the inflow of messages – recipients can control the frequency, timing, category and source of messages and block or request messages from any source through a web console. In addition, phone call recipients get the call schedule before hand by email and on their web console and can postpone or cancel any call anytime.

Benefits to Marketers and Salespeople

- On-demand access to prospect emails
- On-demand access to prospect phones
- Automatic compliance with Can-Spam and Do-not-call laws. Even call people registered on the DNC
- Data direct from subscribers
- Email and call delivery managed by Pravega

Problems Solved by the Pravega Marketing Network

Problem	Pravega Solution
Layer 1: Access	
<ul style="list-style-type: none"> -No On Demand Direct Email Access -No Phone Line Access to DNC registered lines -Inability to reach the right decision makers inside target companies 	<ul style="list-style-type: none"> -On demand access to all subscribers -On demand access to DNC registered phone lines -Permission based direct access to the right decision makers on demand
Layer 2: Data	
<ul style="list-style-type: none"> -Data Fragmentation -Inconsistent, Unverified Data -Indirectly collected data from 3rd parties 	<ul style="list-style-type: none"> -Unified, integrated access to subscriber information -Up to date, highly accurate data -Data direct from subscribers
Layer 3: Compliance	
<ul style="list-style-type: none"> -Legal Compliance Issues -Reputational and Consumer Backlash Issues 	<ul style="list-style-type: none"> -Automatic compliance with CAN-SPAM(2003) and DNCIA(2003,2007) -Complete subscriber control of flow of all communications removes reputational and backlash issues
Layer 4: Consumer Response	
<ul style="list-style-type: none"> -Privacy Concerns -Misaligned Incentives 	<ul style="list-style-type: none"> -Complete subscriber control of all subscriber data removes privacy concerns. Subscribers can manage and edit their info -Subscribers incentivized to respond, marketers incentivized to respect subscriber choice
Layer 5: Campaign Management	
<ul style="list-style-type: none"> -Deliverability and response management issues 	<ul style="list-style-type: none"> -Relationship management by Pravega mitigates deliverability and response issues for marketers

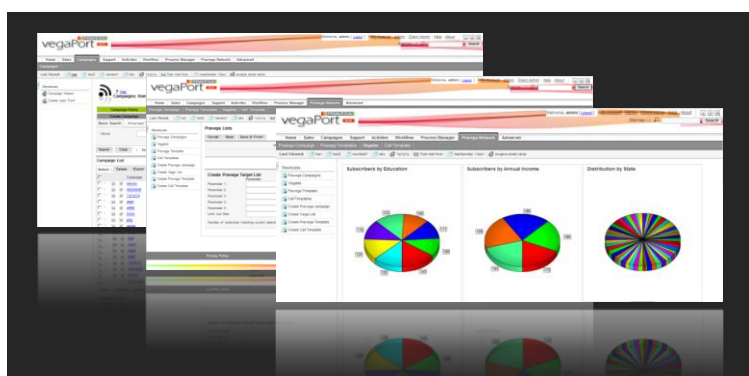
Use Cases

- No need to build you own permission lists. Just access our database of subscribers and launch campaigns within minutes.
- Can't call consumers to sell your high consideration products? Just select your ideal prospects from our database and get on the phone with them. No need to worry about DNC compliance, we have permission.
- Sales team struggling to connect with target prospects? Existing data vendors only give you contact information, often acquired through questionable means. We put you directly in touch with the target prospect and let them know when you'll be calling. No more cold calling, really.

vegaPort

Our web application that delivers access to the CRM, Email Marketing and Pravega Network campaign management system.

- Enterprise Class Application
- Powerful and Easy to Use
- Comprehensive Reporting
- Unlimited Users
- State of the Art Data Center
- Constantly improving



Join the Pravega Network Today. Please visit our website to enroll.

www.pravega.net