

Sun

IntelQuence Dreams Its Way To Worldwide Acknowledgement

Geneva firm nets software deal, major award

By Louise Brass
STAFF WRITER

IntelQuence, of Geneva, recently netted a major award for its Web site, and simultaneously won a software marketing deal that could move the company out of the "underdog" status for small electronic media marketing companies and into the "majors," said owner Dan Elliott.

IntelQuence has won a 2003 Copper AXIEM Award for its use of electronic media for self-promotional work, which includes having its logo connected to the DreamWorks Web site.

IntelQuence cooperated with DreamWorks during the filming of the gangster movie "Road to Perdition," which was filmed in Geneva and Chicago in 2001. It starred Tom Hanks and Paul Newman.

DreamWorks leased Elliott's offices, at 227 W. State St., for a boardroom scene in the movie.

IntelQuence also recently developed a marketing plan for Auth-Florence Manufacturing of Glendale Heights. The 65-year-old company is a major contractor with the U.S. Postal Service and private mail distributors, securing commercial and residential mailbox products.

"In an age of anthrax, identity theft and the washing of checks by drug addicts for their own selfish gain, manufacturing has heard the call to arms and is developing a line of secure mailboxes that help protect us against those evildoers," Elliott said.

"The U.S. Postal Service believes that the sanctity of U.S. mail is part of the fabric of American freedoms," he added.

"Part of why IntelQuence was brought in was to establish a marketing plan that enabled Auth-Florence Manufacturing to reach that

goal," Elliott said. "So we created the marketing campaign called 'American Favorites,' which includes using the Web, direct marketing, and our own IntelSoft customer relationship management technology."

The project is not only a marketing opportunity for Auth-Florence, but also an acid test for the IntelSoft product at a time when people want security, but not at the cost of privacy, he said.

"I believe that America is in a state of transition, and we have built a technology tool that isn't frightful for them to use," he said. "We were very careful that it is not too imposing."

The IntelSoft is a Web-based, lead-tracking, customer management tool, hosted by the company's own Unix servers.

Since using the electronic marketing plan involving the software, designed to attract potential customers to the manufacturer, Auth-Florence has seen a large increase in the number of visitors to its Web site. The company received 22,000 hits in the first 30 days, compared to the usual 5,000 a month, Elliott said.

"We've also seized an opportunity to reduce the cost of marketing," he said, because customers immediately can download the company's catalog instead of waiting for it to come by mail.

The procedure starts when a potential customer initiates a telephone call. The customer is then identified in the prelisted database of potential customers, which has 63,000 names, he said.

"We recognize who that person is," Elliott said. "Then a series of questions are asked to determine who that individual is and what the size of their marketplace is in industry-specific terms. It then finds the appropriate distributor for that person and puts that into a calendar and keeps track of all that data. Then the program instantly e-mails that information to the distributor."

"The IntelSoft enables suspects to be turned into prospects. Anyone

IntelQuence at top of game

IntelQuence is placed in the top 8 percent of companies worldwide that provide electronic media, after winning the first-place Copper AXIEM Award. AXIEM stands for absolute excellence in electronic media. The awards, held annually, recognize "genius in the science of creativity."

suspected of being interested in a product can be prospected by the salesperson and converted instantly into a Web-based sale with only a few clicks."

The product is available for Web sites that IntelQuence has created and also can be added on as a module to third-party sites. This permits IntelQuence to broaden its reach from beyond its small Geneva offices and become a player on the world stage of electronic business operations.

"With the recognition of the AXIEM Awards and the promise of the IntelSoft technology, I don't expect to see this fish belly-up any time soon," Elliott said. His business was founded in 1997 and employs six people.

On July 18, Elliott's company marked the one-year anniversary of the red-carpet event he hosted called "Road to IntelQuence" when his State Street offices filled with prominent Genevans, members of the press, and some representatives from DreamWorks to celebrate the grand opening in Chicago of "Road to Perdition," a DreamWorks-20th Century Fox-Zanick Company production.

During the celebration, Elliott handed out miniature Oscars to those who helped bring Hollywood to Geneva, including one to Mayor Kevin Burns.

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