



ChangeWave Adopts ClearVantage to Manage Cutting Edge Investment Advice Business

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- Mark Anderson
Director of Operations, ChangeWave

ChangeWave Adopts ClearVantage with Great Success

While the "dot-com" carnage continues, ChangeWave Investment Research, an online investment advisory service, thrives. ChangeWave built its business model on providing targeted, unique and timely investment advice as a paid for subscription service. To create cutting-edge advice, ChangeWave envisioned building a global network of experts in key subject areas (the "Alliance") that would submit "investable" intelligence via open-ended submissions, responses to targeted surveys, and interaction in invite-only forums. This intelligence would be instantly gathered, synthesized and delivered in the form of buy/hold/sell advice to appropriate "Subscribers."

After struggling with various vendors large and small to implement their vision, ChangeWave approached Euclid. According to Mark Anderson, Director of Operations, "We had looked at a lot of software vendors, but it was only with Euclid that we were able to find the right combination of powerful software, a thorough implementation approach and a dedicated project team to make it happen." Euclid, working closely with the ChangeWave team, delivered its solution one month before the already aggressive deadline.

Today, ChangeWave uses ClearVantage to manage most of its business operations, including gathering intelligence, executing and tracking complex marketing efforts, taking online and offline orders, providing customer service and delivering its various products.

ChangeWave's customer base has grown to over 180,000, online orders are in excess of \$1M per month, and up to 50,000 people login each day to get the latest scoop.

Customer Profile:



The ChangeWave Research Network is a group of 25,000 highly qualified business and technology professionals — as well as early adopter consumers — who work in leading companies of select industries. They are credentialed professionals who spend their everyday lives on the frontline of technological change. ChangeWave surveys its network members weekly on a range of business and consumer topics, and converts the information into a series of proprietary quantitative and qualitative reports.

About Euclid Technology:

Located in Bethesda, Maryland, Euclid provides premier enterprise software solutions, content management systems, and mobile web solutions to associations and other member-based organizations. Established in 1997, Euclid delivers superior products and services to such clients as: the American Forest Foundation, the South Carolina Bar Association, the National Association of College and University Attorneys, the California Medical Association, the Educational Theatre Association and more.

Euclid Technology

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