

Q&A with Roger Plourde, CEO of Intema Solutions, Inc. providing an Email Marketing and Predictive Analytics Platform for SMBs and Enterprise Customers developing Mobile Applications, Websites and Microsites



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Interview conducted by:
Lynn Fosse, Senior Editor
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“Intema is a good choice for excellent, exquisite, dependable service and software at a low cost.”
- Roger Plourde

CEOCFO: *Mr. Plourde, with a twenty year history for Intema Solutions,, what is the focus today?*

Mr. Plourde: The company has two platforms that deal with marketing. One is email marketing and the other one is analytics platform.

CEOCFO: *Who is using your different services?*

Mr. Plourde: Any type of organization can use this. We have customers that are very small businesses to very large ones; enterprise level customers. However, I would say the majority of our customers are small to medium sized business in various activities that do all kinds of things. Some are commercial, some are retail, others are organizations like associations and so on. The software can be used to do different things according to the needs of the customer.

CEOCFO: *Would you tell us about the services in more detail?*

Mr. Plourde: We are talking about email marketing. It is not the general email that you send to me. It is when a company wants to send to a client base a certain type of information. Most often they are promotions. You have lots of retail companies that send out weekly specials or promoting a product. The bulk of our business is made of that kind of activity. The other one is newsletters. Some organizations will send newsletters. This you will find more with association in other types of customers that are sending pure information to read to their customers or lists. It is not only the stuff that you are looking to sell.

CEOCFO: *Are you helping with the mechanics of how to do it or are you helping with what to send?*

Mr. Plourde: We do both, but the bulk of our business is made from the use of our software that people can use to send the newsletter or promotion, so I would say it is more of the mechanics. However, we have customers that come to us because we provide the content and the mechanical part is our tool. The bulk of our business is based on the tool that we use. People deal with us because they like the software that we have.

CEOCFO: *What do people like about your software and how does it compare with similar offerings?*

Mr. Plourde: Our software is relatively new. It has all the new technology in it that some of the older ones do not have. It is easier to use. It is smarter and it has certain features that are not provided in competing software. Mainly we have a feature that is called predictive analytics where we gather the data collected in each email that we send and whatever activity that each receiver of that email, a subscriber, has done. Then the data is processed in order to find out what the next product or content to send for this person is. We are predicting the next move. This is one feature of our software.