

iTrack

Эффективные веб-решения

КАЧЕСТВО. ОПЫТ. РЕПУТАЦИЯ.

www.itrack.ru

Business Proposal to Increase Software Sales and to Combat Illegal Installations in Internet



Our Technologies

Search Engine

We have a technology for automatic information search at all websites in the .ru and .su domains.

When there is a list of .com, .net or any other domains, we can search them.

What can we do?

We can:

- **Find scripts installed at the website**
- **Determine the website topic**
- **Find certain information.**

Our Experience

We have experience in cooperation with software providers:

Content Management System vendors:

DataLife Engine (www.dle-news.ru)

NetCat (www.netcat.ru)

We quarterly conduct CMS ranking surveys (www.itrack.ru/cmsrate/)

Our Experience

2,728,307 domains have been searched.

We were looking for installation signs of

24 Content Management Systems (CMS).

Search duration (3 iterations): **14** days

For Software Developers

Our search engine collects information according to a website list. The search engine tries to find script installation signs at every website.

The installation sign also known as "fingerprint" is a certain text line located at a certain URL address. The installation sign is identified in the server response header and in the website content.

For Software Developers

Lost Profits: Sample Calculation.

We have found 45,000 installations of the script owned by our customer when working on his project.

The script cost is 59 USD.

According to the customer, only five percent of all installations were legal.

When negotiating with users of the illegal scripts (usually, they were the website owners), the customer was able to make four percent of them to buy a commercial version of his product.

Thus, our customer has sold

**$45,000 \times 0.95 \times 0.04 = 1,700$ extra licenses by
using our database.**

Cost of Services

It has generated

$1700 * \$59 = \$100\ 000$ The cost of the database usually ranges between one and five percent of the lost profits.

Payment Procedure

- 1. iTrack and the customer enter into a contract.**
- 2. The customer provides iTrack with script installation signs and with a domain list (we have already gotten the .ru and .su domain list).**
- 3. iTrack regularly collects and analyses information and submits to the customer weekly reports.**
- 4. The customer pays for the reports upon their receiving.**

We look forward to your business

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