



TCO Web Tool Integration

To link to or embed the TCO Tool, and receive the leads that come from your site, you must add a special parameter to the URL used for linking or embedding, using a script such as the following:

```
<scriptsrc="http://office.factorue.com/asp/CompellentTCOWeb/Embed.js.aspx?PID=joe@storage.com"></script>
```

The value of the PID parameter should be an email address where you would like to receive the leads. If a prospect from your web site fills out the contact us form in the TCO Tool, the lead will be flagged with your PID (email address) and Compellent's lead management system, ELOQUA, will send the lead information directly to the designated email address. The Compellent sales team will not contact the leads that come from your site, it is your responsibility to follow up with these leads.

If you have any questions regarding the lead generation process, please email: marketing@compellent.com

Below is a sample of the information you will receive:

ELOQUA Eloqua Notification System

Your personal notification of activity on your website. Target prospects, identify visitors, and develop sales relationships with your online visitors. (Please note that if you are unable to see the reports here, your email client may not support the latest HTML features. Log on to Eloqua Today.

A form was submitted via Eloqua Today. Details as follows:

Time: 1/12/2008 2:45:11 PM
IP Address : xx.xx.xxx.xx

Full Visitor Overview

URL Fields

Field Name	Value
First Name	Joe
Last Name	Storage
Email Address	joesstorage@companyabc.com
Company	Company ABC
City	Center City
State	MN
Country	USA
Phone #	555-555-5555
q1UsableCapacity	10 TB
q2StorageGrowthRate	40% /yr
q3ActiveDataPercentage	20%
q4CostPerKWh	\$0.10 /hr
q5SalaryDataAdmin	\$75K /yr
q6CostDowntime	\$0K /hr
CRM Campaign GUID	{FCE09707-DFA4-DC11-9EE6-02BFAC1F0045}
PID-Email	youremail@company.com
Lead Source	8
CRM Campaign Status	1
CRM Campaign Subject	Website TCO Contact Us

Form Fields

Field Name	Value
No fields are available in this category.	

Special Eloqua Today Fields

Field Name	Value
elqFormName	Web_TCO_ContactUs
elqSiteID	618

Referral Form :

http://www.compellent.com/tco/CompellentTCOWeb.swf

Standard text for auto-generated email

Contact information from form

Answers to six questions

Compellent tracking information (PID-email is information from query string)

Eloqua form information, can be ignored.