



Promotion

Alabama Business Profiles

As Seen In... Forbes, July 13, 2009

OneDomain Top-Ranked in the Ratings Biz

Five years. Sixty percent market share. These are impressive numbers from a company that knows numbers. OneDomain is an Alabama-based software company that develops and markets media planning, research and business intelligence software to television stations across the United States. In layman's terms, its software provides ratings information gathered by the Nielsen Company and presents it in an easy-to-access, easy-to-use format, says President Ed Salgado. "It helps TV stations set advertising prices based on who's watching what," he explains.

The firm spent two years developing its state-of-the-art software. And in the five years since its release, the firm has registered double-digit growth each year and garnered a 60 percent market share. "We've added about 100 stations every year and are on track to hit that milestone again this year," says Salgado.

Salgado says he and his partners are all competitive and driven to ensure their firm comes out on top. "We have a different mentality than many people in this business," he says. "We are determined to succeed. We will dominate this industry, and that means we have to give our customers a level of satisfaction they just can't get elsewhere."

That includes providing customers with software that is far superior to the competition. "We're not offering a warmed over DOS-based system that was written 15 years ago," Salgado explains. "We developed our software from the ground up, with all the bells and whistles you could want from a customer standpoint."

"On top of that, we're committed to better customer service, better training, better pricing and seeing our customers face-to-face on a more regular basis," he says.

Branching Out

Even the firm's growing domination of the TV station market isn't enough. OneDomain recently launched a drive to get its software into the hands of advertisers, advertising agencies and cable networks. "Our system is completely multi-market and multimedia, so we have numbers for more than just TV. We also offer numbers for radio, print and even the Internet," Salgado says.

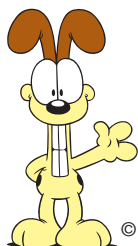


OneDomain Shareholders and Officers:

Top Row, Left to Right: Greg Calhoun, Don Bennett, Buzz Veal, Claude Morris
Bottom Row, Left to Right: Ed Salgado and Charles Welden

"Many of the advertisers are seeking better methods for purchasing advertising on the Internet," says Salgado. "We have patent-pending technology that converts website hits to demographic ratings within a specific geographical area and gives them all the information they need to make an informed decision."

Three of the firm's four founders are also programmers, and the management staff are all industry veterans, which, Salgado says increases the firm's responsiveness and efficiency. "If a client comes to me and needs something, I understand what they are asking for and what needs to be done," he says. "Unlike other companies that need to explain industry requirements to programmers, our developers all have domain knowledge. We can write the code, get it done quickly and get that client's need taken care of. When a client needs something, we're going to do whatever it takes to give it to them quickly and correctly. Anything less is not good enough."



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