

THE INDIANAPOLIS STAR



Compendium Software, co-founded by Chris Baggott, recently received \$1.1M in funding.

Blog tool startup has crucial first test

Compendium Software launches test version, but has big client already using it

By Erika D. Smith
erika.smith@indystar.com

It took a few extra months, but the latest software company from ExactTarget co-founder Chris Baggott is up and running with at least one client and \$1.1 million in new investment.

Compendium Software, which sells user-friendly blogging and search-engine marketing tools for companies big and small, launched the test version of its software today. Yet Indianapolis-based law firm Keller & Keller already is using it.

"Keller & Keller wanted to win some very specific keywords and concepts (on search engines)," Baggott said. "As a first customer, they're ideal because they know a lot about this already."

He and Ali Sales, formerly of search-engine startup ChaCha, started Compendium Software this year with the hope of turning it into a top provider of blogging and search-engine marketing software.

Blog

◆ Ten clients could be signed on by month's end.

From C1

"There will be a lot more compended blogs than individual blogs," Sales explained.

For example, an employee of a sporting-goods retailer might write a blog entry raving about her latest pair of golf shoes.

When the administrator approves the entry, the software will post it to the employee's blog and company blogs on golf and shoes. The administrator never has to specify what compended blogs apply. The software does that automatically.

All of those blogs will link back to the company's Web site and to each other, thus providing one feature that search engines like so much.

Companies want to land at the top of search engine rankings, Baggott said.

For example, a recent poll by AIS Media found that the majority of consumers now go online and research restaurants

prior to selecting a place to dine out.

"People don't go to the Yellow Pages. They don't go to the directory," Baggott said. "People care about search."

Compendium Software had expected to launch the test, or beta, version of its software in April. It received initial funding from 12 local investors. Two weeks ago, the startup said it got an additional \$1.1 million. Baggott declined to name the company's investors.

Keller & Keller, which didn't return a call for comment, is the startup's only client right now. But Baggott said he expects to sign up nine others by the end of July.

"Before we go national, we're going work with specific clients," he said.

The blogging tools will be distributed via a "software-as-a-service," or "pay-as-you-go," model that's easier on businesses with small budgets. It's the same model that ExactTarget uses to sell permission-based e-mail marketing software to companies.

★ Call Star reporter Erika D. Smith at (317) 444-6424.