

ELOYALTY CORP  
Form 3/A  
November 29, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |                                      |   |  |
|---|---------|--------------------------------------|---|--|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol                              |  |
| Â WHITE JAMES N                           |         | (Month/Day/Year)                     | ELOYALTY CORP [ELOY]  |  |
| (Last)                                    | (First) | (Middle)                             | 01/19/2002  |  |
| 755 PAGE MILL ROAD, SUITE A-200           |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                                | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)  | 01/28/2002   |
| PALO ALTO,Â CAÂ 943041005                 |         |                                      | <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input type="checkbox"/> Officer <input type="checkbox"/> Other                 | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      | (give title below) (specify below)  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 22  | I  | By Ltd Partnership (SHAI) <sup>(1)</sup>              |
| Common Stock                    | 56  | I  | By Ltd Partnership (SHQP) <sup>(2)</sup>              |
| Common Stock                    | 211,736   | I  | By Ltd Partnership (SHV) <sup>(3)</sup>               |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying | 4. Conversion | 5. Ownership | 6. Nature of Indirect Beneficial Ownership |
|--|--|--|---------------|--------------|--|
|--|--|--|---------------|--------------|--|

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|                                     | Date Exercisable | Expiration Date | Derivative Security (Instr. 4)<br>Title | Amount or Number of Shares | or Exercise Price of Derivative Security | Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5)                           |
|-------------------------------------|------------------|-----------------|---|----------------------------|--|--|--------------------------------------|
| Series B Preferred Stock <u>(4)</u> | Â <u>(5)</u>     | Â <u>(6)</u>    | Common Stock                            | 322,078 <u>(4)</u>         | \$ 0                                     | I  | By Ltd Partnership (SHA) <u>(7)</u>  |
| Series B Preferred Stock <u>(4)</u> | Â <u>(5)</u>     | Â <u>(6)</u>    | Common Stock                            | 8,854 <u>(4)</u>           | \$ 0                                     | I  | By Ltd Partnership (SHAI) <u>(1)</u> |
| Series B Preferred Stock <u>(4)</u> | Â <u>(5)</u>     | Â <u>(6)</u>    | Common Stock                            | 22,418 <u>(4)</u>          | \$ 0                                     | I  | By Ltd Partnership (SHQP) <u>(2)</u> |
| Series B Preferred Stock <u>(4)</u> | Â <u>(5)</u>     | Â <u>(6)</u>    | Common Stock                            | 895,186 <u>(4)</u>         | \$ 0                                     | I  | By Ltd Partnership (SHV) <u>(3)</u>  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| WHITE JAMES N<br>755 PAGE MILL ROAD, SUITE A-200<br>PALO ALTO, CA 943041005 | Â             | Â X       | Â       | Â     |

## Signatures

By: Robert Yin, by power of attorney  
11/29/2007

\*\*Signature of Reporting Person Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- Shares held by Sutter Hill Entrepreneurs Fund (AI), L.P. The reporting person is a Managing Director of the General Partner of Sutter Hill Entrepreneurs Fund (AI), L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.
- (1) Shares held by Sutter Hill Entrepreneurs Fund (AI), L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.
- (2) Shares held by Sutter Hill Entrepreneurs Fund (QP), L.P. The reporting person is a Managing Director of the General Partner of Sutter Hill Entrepreneurs Fund (QP), L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.
- (3) Shares held by Sutter Hill Ventures, A California Limited Partnership. The reporting person is a Managing Director of the General Partner of Sutter Hill Ventures, A California Limited Partnership. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.
- (4) These shares were previously reported on Table I. This amended filing is to correctly report these shares on Table II.
- (5) Shares of Series B Convertible Preferred that were purchased on December 20, 2001 and are convertible on a one-for-one basis into shares of Common Stock on or after March 20, 2002.
- (6) None
- (7) Shares held by Sutter Hill Associates, L.P. The reporting person is a General Partner of Sutter Hill Associates, L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.

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