INFO*trac* Business Intelligence Software

Your customers are your business. Providing superior service to them is one of the ways your company can succeed in a highly competitive marketplace. Having the complete picture of your customer at your fingertips is essential in providing the service they need and demand.

INFO*trac* provides you with a real time, customizable Customer Relationship Management (CRM) solution. Not only can CRM manage every interaction entered for a prospect, client, supplier, contact or branch office, it can also be used for sales force and business process automation. And since it is customizable, it is implemented to fit the way your company does business.

INFO*trac* CRM provides an integral piece of the AccountMate business management solution. Enter data once and it's available throughout the system.

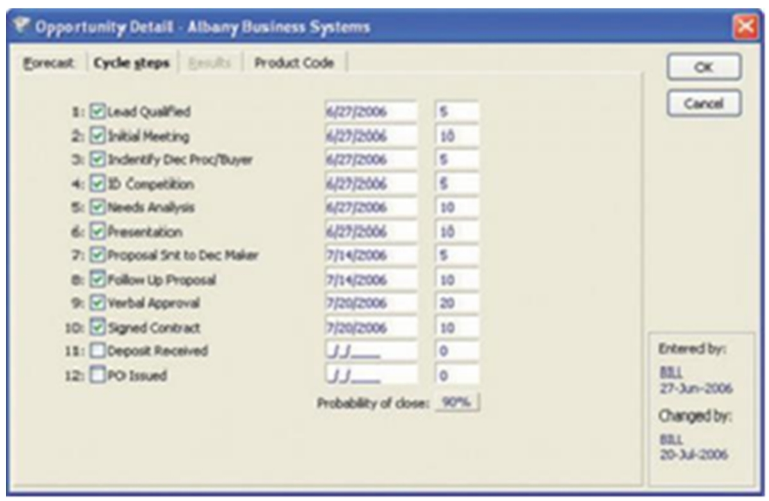
INFO*trac* CRM

Ability to Track and Report on Customer Activity

The INFO*trac* Customer Relationship Management solution manages and reports on all your company's interactions with clients and vendors that flow through the system. It provides full scheduling and activity management to help you provide an excellent customer experience. At a glance, you can view all the past interactions with each contact providing the ability to track activity, issues and interactions with all your clients proactively.

All information is easily searchable and manageable so you can access required records quickly in order to generate reports, mail merges or other customer service/management related activities. INFO*trac* Customer Relationship Management (CRM) integrates with other software such as Microsoft Office maintaining the ability to enter data once and use it in all systems.

Key to this CRM solution is its superior customization capabilities. Fields and screens can be customized to the way your business work flows. Most significantly, it works on triggers, creating effective dynamic work flow automation.



Sales Cycle Steps

Provides These CRM Functions:

- Quick access to current information on clients and contacts creates a knowledgeable workforce
- Immediate access to your clients' complete history provides exceptional customer service and client retention
- Easy management of past, current and future interactions with your clients, employees and suppliers
- Automatic management of your meetings, phone calls, e-mails and tasks saves time and money
- Perceptive reporting and analysis of pertinent, real time information provides insight into business operations and identifies growth opportunities
- Centralization of calendars and information keeps information consistent and up-to-date
- Ability to share all pertinent real-time information helps to improve customer relationships

- Calendaring and personal productivity tools to insure everyone is on the same schedule
- Optional TAPI (Telephone Application Programming Interface) allows you to capture data from incoming and outgoing phone calls

Sales Force Automation

Using INFO*trac* CRM provides you with the ability to track, forecast and manage your company's sales activity and increase your company's productivity.

INFO*trac* CRM automates every step in the sales cycle and aids in the generation of new business —from lead generation and marketing management, to communication tools and the scheduling of appointments. Once opportunities have been recognized, CRM enables team collaboration, the creation of quotes and opportunity forecasting.

You can create instantaneous reports on current sales activity and productivity to determine the strengths and weaknesses of your sales and marketing efforts. You can track leads from marketing efforts, determine which products are moving better than others and create customized and detailed reports of all these activities. Customers can be informed automatically about special promotions utilizing their favorite means of contact, through the Internet, email, telephone, mail or personal contact.

This CRM also provides synchronization with an outside sales force so your salespeople always have current product, pricing and customer information.

Integrated Quotation Module

An optional Quotation Module increases productivity of your sales force. It ensures that quotations are accurate and up-to-date. The Quotation Module takes inventory pricing and descriptions from the data in the accounting inventory file ensuring that this information is exactly the same as the information normally entered in the Sales Order module.

Users of the Quotation Module generate quotes for clients, which are available for your order entry staff to convert to sales orders once the order is confirmed. This information does not need to be retyped or converted from an external format. The normal order process is continued seamlessly from the quotation through sales orders to invoicing.

This is the first quotation module which is completely integrated with the CRM system and the accounting system.

INFO*trac* CRM Remote

This optional INFO*trac* CRM Remote provides users the capability of having a full CRM package away from the office without any Internet or other type of connectivity. INFO*trac* CRM Remote is a stand-alone installation of your company's full INFO*trac* CRM system on any Windows based computer, notebook or tablet computer. Remote users get full access to their INFO*trac* CRM system and then when their computing device attaches to the Internet, INFO*trac* CRM Remote will automatically synchronize all changes that were made both on the remote computer and the head office INFO*trac* CRM module.

INFO*trac* CRM Provides:

- Complete Sales Forecasting
- Sales Force Productivity Tools
- Lead Management
- Productivity & Profitability Analysis
- Marketing Campaign Management
- Telemarketing Follow Up Tools
- Win / Loss Sales Analysis
- Crystal-based Reports
- Price quotes

Superior Customization

INFO*trac* CRM is designed to be customizable so it follows your own business processes. Different departments and users have different needs. The ability to design the system around your business processes provides a more innate workflow, increasing productivity, efficiency and accuracy of process execution and data collection.

It provides the ability for an outside sales force, a branch office or workers on a business trip to stay in touch and share information with other users and the head office.