



ClientNet eCRM

Intranet for Contact Relationship and Opportunity Management
Helps you to grow, make sales and build relationships

- ▶ **Effective communication with your clients**
- ▶ **Understanding your clients needs**
- ▶ **Proactivity**

} *These are your keys to success.
 They are more vital now than ever.*

In order to grow, you need a systematic method so that your team can understand your clients both as individuals, and as corporations - globally. Now it is possible and affordable for you to achieve this aim.

As the Global economy arrives you have an unprecedented opportunity... to reach national and international markets. Large clients prefer to deal with suppliers who offer service across their total marketing region - national and International.

If this concept fits in with your plans... Communicat eCRM has been created for you. Helping you to accelerate your rate of growth and still stay in control.

Rapid growth would normally lead to a loss of the "personal touch". Now, with client information at your fingertips, you can have it both ways - expand and yet your team will understand your client's needs.

That's what gives you the competitive edge... the "wow factor".



- Key Benefits**
- Unifies and integrates your systems into a global information strategy
 - Cuts double keying the same data into multiple systems
 - Share info - link your team together regardless of location
 - Easy access worldwide. Runs on a browser over low cost phone lines
 - Track profiles of clients / partners to give faster more personal service
 - Reduce cost of software & maintenance - no installation required
 - Now you can afford to give every employee access to key information - account status, sales history, stock, orders, projects, etc
 - Affordable & Cost Effective. Around 1/4 the cost of other eCRMs
 - Ideal Front Office solution - links to Back Office (e.g. Accounting)
 - Create your own special tailored solutions and add-on modules
 - Extranet option for self-service by clients, members & partners
 - Ideal for National or International call centres - 1800 / 1300 numbers
 - Interstate branches can cover peak load demand in other states
 - Use time-zones to offer extended hrs sales/service to remote clients

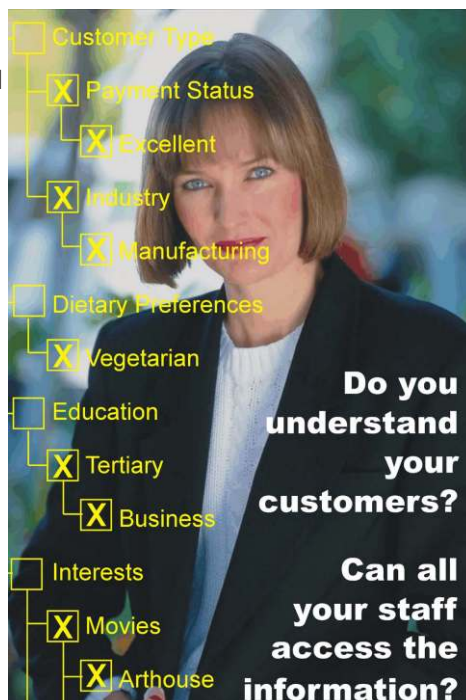
A new generation business solution...

- Designed to help your business grow
- Keep pace with the global economy
- Stay in touch with clients *anywhere*
- Low cost comms are built into the design
- Fast - operates on low band-width, low cost servers

Communicat / eCRM is essentially an Intranet contacts database.

It functions in a similar way to Hotmail or Yahoo with the differences that:

- It is a highly customisable intranet database, not just an e-mail system
- Fast: You can host the database on your own server or have it hosted by Communicat or other ASP.
- User defined keywords, profiles, text fields, dates and tick boxes, so the eCRM can instantly be adapted to your needs.
- Effective and low cost contact manager as well as link on which to build and connect your own custom solutions.
- Communications built in - no need for comms servers.
- Security - compatible with a range of VPN and authentication systems
- Extra functions can be added to suit



Does your business fit the profile?

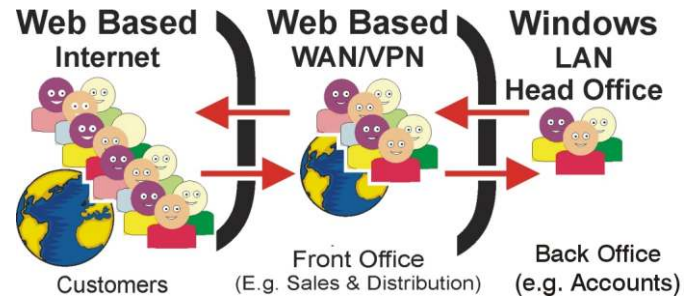
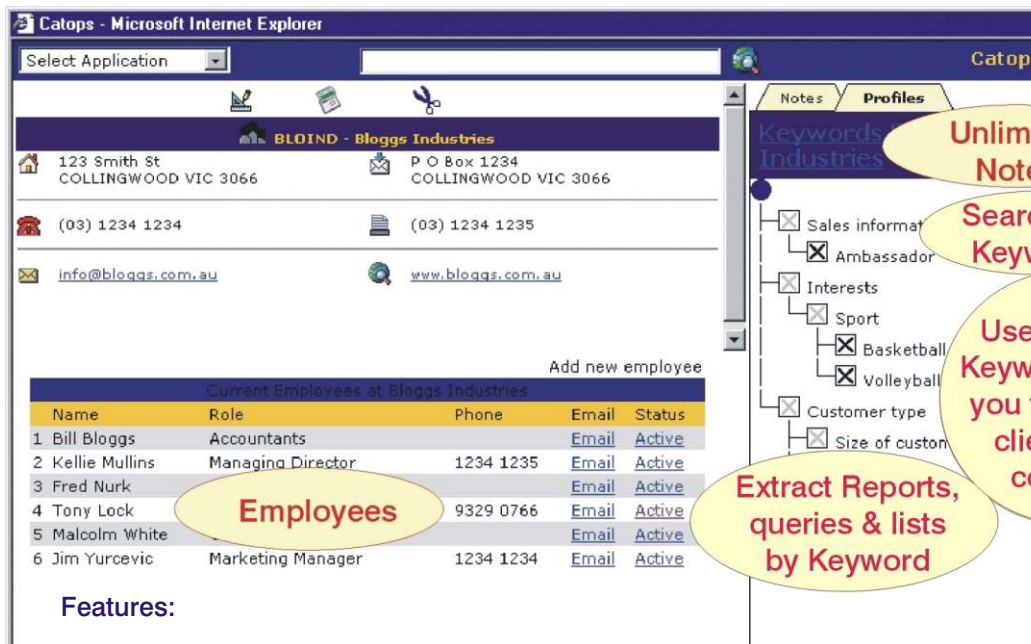
- Fast growing, instant access, avoid PC installation, low cost communications
- Multi locations, e.g. branches
- Access required from home
- Have staff who travel & require remote access e.g. portable / handheld devices, palmtops & mobile phones
- Companies who have made a strategic decision to move toward an Intranet and/or e-Business strategy
- Client information need to be accessed over a large area
- Do you have franchises, agents, distributors?
- Memberships, clubs, any organisation where the client organisation *and* the individual contact are *both* important.

ClientNet eCRM

Intranet for Contact Relationship and Opportunity Management
Helps you to grow, make sales and build relationships

Completely open architecture based on MS SQL Server to fit in with your systems integration strategy.

Add your own custom applications and tailored reports using standard industry tools such as Crystal Reports, MS Excel, MS Access, etc..

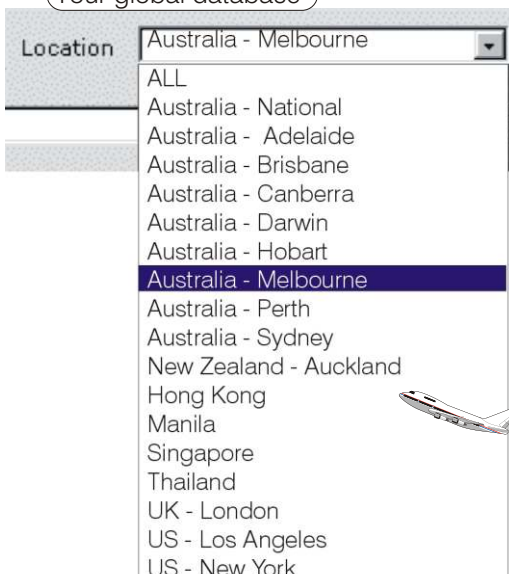
The screenshot shows the 'Catops - Microsoft Internet Explorer' interface. It displays a contact profile for 'BLOIND - Bloggs Industries' with details like address, phone, and email. Below this is a table of 'Current Employees at Bloggs Industries' with columns for Name, Role, Phone, Email, and Status. Callouts highlight features like 'Employees', 'Unlimited Notes', 'Search by Keyword', 'User defined Keywords allow you to classify clients and contacts', and 'Extract Reports, queries & lists by Keyword'.

Name	Role	Phone	Email	Status
1 Bill Bloggs	Accountants		Email	Active
2 Kellie Mullins	Managing Director	1234 1235	Email	Active
3 Fred Nurk			Email	Active
4 Tony Lock		9329 0766	Email	Active
5 Malcolm White			Email	Active
6 Jim Yurcevic	Marketing Manager	1234 1234	Email	Active

Features:

- Operates anywhere - over the Internet.
- Tracks profiles/keywords on *both* people *and* organisations - a *major advantage over other systems*.
- Continues to track people even after they change employers. No need to re-enter profiles.
- Searching on Keyword / Profile for both companies *and* individuals.
- Keywords / Profiles display in a multi-level "tree" structure make it easier to analyse clients/prospects.
- Create your own user defined tick boxes (e.g. Unsubscribe, Inactive, Mail banned, Credit hold, etc.)
- Instant deployment - No local data or local backup required - Data stored on central server.

Your global database



The screenshot shows a 'Location' dropdown menu with the following options: Australia - Melbourne, ALL, Australia - National, Australia - Adelaide, Australia - Brisbane, Australia - Canberra, Australia - Darwin, Australia - Hobart, Australia - Melbourne (highlighted), Australia - Perth, Australia - Sydney, New Zealand - Auckland, Hong Kong, Manila, Singapore, Thailand, UK - London, US - Los Angeles, US - New York.

- Requires no installation on PC (runs entirely on a Web server).
- Unlimited notes. User defined keywords & profiles to eight levels.
- High degree of tailorability - user-defined fields, keywords, reports, etc.
- Search by Code, Name, Address, Phone, e-Mail, URL, keys, etc.
- Instant link to email and web. E-mail individually or in groups.
- Fast - Optimised for lowest possible comms costs, e.g. dial up lines.
- Runs on low powered PCs. Runs at speed of the Network.
- Record ID is coded to match your accounting system - eliminates confusion over identity.
- Integrates into your in-house Intranet.
- Cross platform: PCs, Macs (Req MS IE 5.x).

You can change your system location in an instant as you travel or contact your clients from different regions...

- Clients from all regions are typically integrated in one database.
- You can select your preferred location from a drop-down menu
- Focus on your local market or choose "ALL" to search worldwide.
- Instantly analyse your worldwide client/prospect database.

ClientNet eCRM

Intranet for Contact Relationship and Opportunity Management
Helps you to grow, make sales and build relationships

Optional features and addons:

Link to SQL / ODBC back office accounting systems and databases, e.g. to gain access to credit information Crystal Reports and Crystal Info
 Modules may be created for your individual requirements

Optional modules:

- Advanced Profiling System
- Image library (photos, drawings, scanned documents, etc)
- Document library (word docs, spreadsheets, pdf, etc)
- Quoting
- Invoicing, orders, electronic documentation
- Transaction processing
- Electronic Banking and Credit Card Processing
- Warranty tracking
- Credit Control & Debtor Collection
- Sales Order tracking
- Purchase Order tracking
- Human Resources
- Customer Service Tracking
- Warranty Tracking
- Timesheet entry
- See Price List for a full list of current modules.
- Additional modules are continually under development

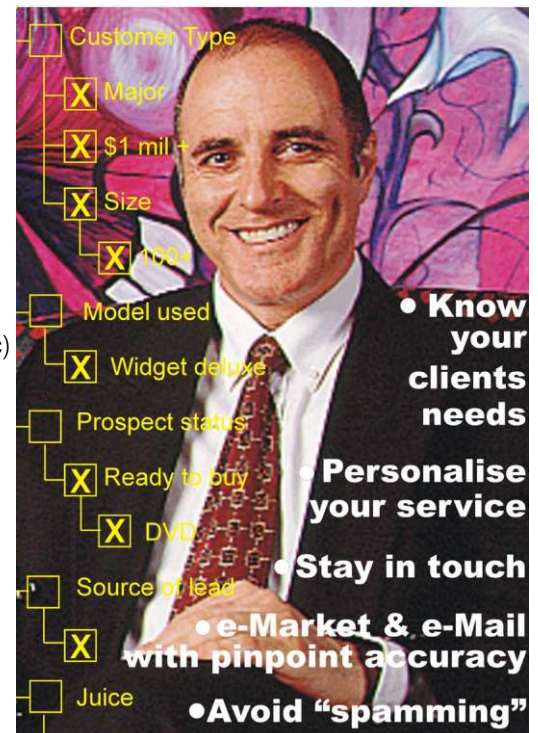
Hosting:

- May be hosted at Communicat and leading ASPs
- You may host on your own in-house server .
- Hosting requires MS SQL Server, MS Internet Information Server and Cold Fusion Server

Compatible with:

- Great Plains e-Enterprise SQL (Read & Write)
- SunSystems SQL (Read & Write)
- Arrow Accounting SQL Version (Read & Write)
- Arrow Accounting Dfx Version (Read Only)
- Accpac SQL (Read & Write)
- Other systems - please ask -

Unlimited notes may be recorded against individuals and organisations.



Security:

- The system is protected with multi-level password access. Once the password has been entered the the information can be accessed from anywhere that an Internet connection can be found
- Automatic time-out - The system will automatically log you out if no activity is detected - prevents unauthorised access and ensures backup is not impeded by users forgetting to log out.
- May be used within Virtual Private Networks

Customer "self service"

Add your own "Self Service" Web "Kiosk": End-users (e.g. clients/members) can view and submit updates on their own record via your Extranet



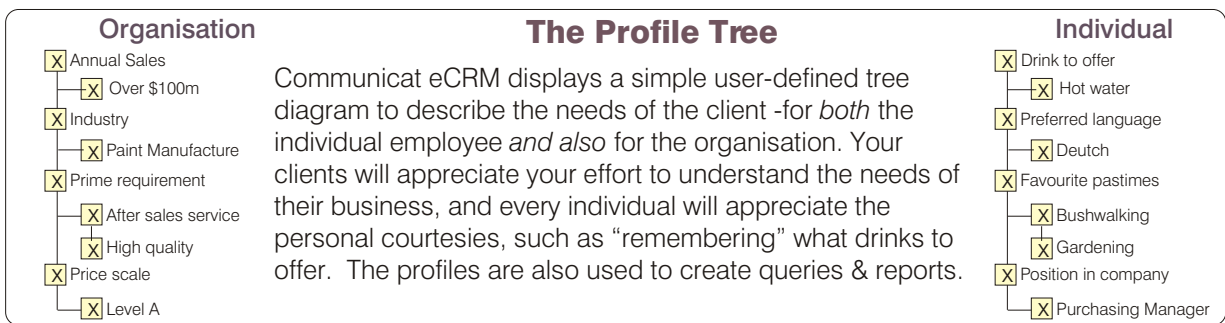
ClientNet eCRM

Intranet for Contact Relationship and Opportunity Management
Helps you to grow, make sales and build relationships

By providing your staff with information about your clients, you can aim for...
“A consistent level of recognition and service to your clients from all levels of your organisation”.

Communicat / eCRM should be available to every team member. It requires a modest PC and there is no software to install. So it should be practical for everyone to have access and to *understand your clients*.

To help you achieve this our price for Site Licences is lower than individual licences. “Site licence” means that you deploy the system for every person who has access to a PC in your organisation.



Our eCRM can help you improve your sales & management method in many ways. Here are two examples, based on...

Stephen Covey's 7 Habits of Highly Effective People

1. Be Proactive
2. Begin with the End in Mind
3. Put First things First
4. Think Win/Win
5. Seek First to Understand, Then to be Understood
6. Synergize
7. Sharpen the Saw

eCRM gives you an easy way to identify clients needs, and to make contact by email, phone or letter.

The Profile Tree will enable your team to simply and accurately understand the needs of your clients

Licence options: The system consists of a suite of modules, available on an individual or site licence basis. You only pay for the modules you need, and can add more functions later when you need them.

Price: From around A\$412 (US\$215)to A\$1,800 (US\$936) per active named user depending on options required.

Related services:

- Training, Installation, training and tailoring
 - Basic data selection and reporting (e.g. lists, mail-merge, record counts) are standard functions
 - Communicat can tailor further reports to meet your requirements, or you can design your own
 - For clients who choose the self-hosting option, you will probably wish to purchase Crystal Reports or MS
 - Access or your preferred brand of report writer. Communicat recommends and uses Crystal.
- For further information on Crystal, guidance on which version of Crystal to use and pricing, please call.



Technical details:

- Server may be located at your office or ISP/ASP.
- Open architecture. - Database is MS SQL Server.
- Create reports & graphs using Crystal Reports,
- Access, Excel, VB, MS SQL, ASP, etc.
- True client-server and ultra-thin browser client.