

ACCPAC[®]

CRM



INDUSTRY-LEADING CRM

ACCPAC CRM™ is a comprehensive, award-winning, wireless and Internet-based Customer Relationship Management (CRM) system that provides enterprise-wide access to vital customer, partner and prospect information – anytime, anywhere.

BUILT TO PERFORM

ACCPAC CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your enterprise. With ACCPAC CRM, you can quickly analyze, manage and synchronize sales, marketing and customer care activities across all points of contact. Regardless of how, when or where your customers, partners and prospects choose to interact with your company, ACCPAC CRM gives you a decisive advantage by providing comprehensive, easy-to-use tools to successfully manage these relationships.

Unlike competitive CRM solutions, we've taken a no-compromise approach to ensure that ACCPAC CRM is a true Web and wireless-based application. As a result, all you need is a single installation at a central location to support your entire organization. Everyone gets real-time access to the critical information they need via a personal computer, PDA, Tablet PC or smart phone – immediately increasing productivity and reducing administrative costs.

ACCPAC CRM offers a full range of hosted or on-premise deployment options, which means you get complete flexibility to run your business your way. As your business needs change, you can quickly and easily switch deployment environments (from hosted to on-premises deployment, or vice versa), and all your CRM customization and data move with you. ACCPAC CRM also gives you the ability to extend functionality and integrate with other systems using open Internet standards and traditional integration technologies.

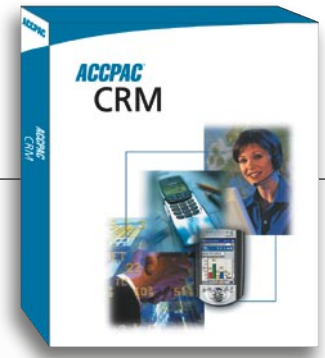
Take a closer look at ACCPAC CRM and you'll find a comprehensive, easy-to-use application that is great to work with, makes perfect technical and business sense, and provides cost-effective results for your company – today and tomorrow.

The image displays three overlapping screenshots of the ACCPAC CRM software interface. The top-left screenshot shows the 'Credit Info' window for a customer named 'Mr. Ronald Black', displaying account details like 'Account Type: Credit', 'Balance Forward: \$0.00', and 'Credit Limit: \$2000.00'. The bottom-left screenshot shows the 'Document Totals' window with a table of financial data:

Document Type	Period	Amount	Balance
Debit	2009	\$ 2,262.76	\$ 4,212.87
Payments		\$ 5,204.44	\$ 4,650.64
Credit Bal.		\$ 0.00	\$ 0.00
Discounts		\$ 0.00	\$ 0.00
Cash Bal.		\$ 0.00	\$ 0.00
ArgDaysPas	35	94.8	22.25

The rightmost screenshot shows the 'Order Entry Data Entry Form' for a customer named 'Mr. Ronald Black'. It includes fields for 'Order No.', 'Customer No.', 'Order Type', 'Location', and 'Ship To Location'. A table at the bottom shows inventory levels for 'Item 1, Item 143500' across different locations.

With real-time, bi-directional information flow, ACCPAC CRM offers instant integration between your front-office and back-office systems, saving you valuable time.



- Sales Force Automation
- Marketing Automation
- Customer Service
- Call Center Support

FREEDOM TO CHOOSE

ACCPAC CRM provides your company with an award-winning product that fits your needs today and in the future. It comes in multiple editions and is rapidly deployable at your place of business or as a hosted service at ACCPACcrm.com™ (www.ACCPACcrm.com). As your company grows, ACCPAC CRM can grow right along with it, providing scalable upgrades designed to keep pace with your expanding business.

ACCPAC CRM is available in three editions for in-house deployment – Small Business, Corporate and Enterprise – providing affordable, value-based pricing no matter the size of your organization. It comes ready to install and use right out of the box, is rapidly deployable and easily integrates with your back-office accounting application – saving you time and implementation costs.

For companies that only need sales force automation, ACCPAC CRM SalesTeam™ is the perfect answer, providing a robust and cost-effective sales force automation application. Built on the same underlying architecture used for ACCPAC CRM, ACCPAC CRM SalesTeam is also available in three editions (Small Business, Corporate and Enterprise), and provides an easy upgrade path to ACCPAC CRM without any hardware or database upgrades.

Companies who want to get up and running without having to establish or maintain their own infrastructure can take advantage of the benefits of a fully hosted CRM service at ACCPACcrm.com. When you choose ACCPACcrm.com, you get secure, dependable access to the latest technology – for a fraction of what it would cost to purchase hardware and software, and implement and maintain a network infrastructure. Both ACCPAC CRM and ACCPAC CRM SalesTeam are available as hosted applications through ACCPACcrm.com.

ACCPAC
CRM

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CRM
SalesTeam.

ACCPAC
CRM.com.

ACCPAC
CRM.com
SalesTeam.

DEPLOYED IN-HOUSE			
	Small Business Edition	Corporate Edition	Enterprise Edition
ACCPAC CRM			
<i>Sales Force Automation, Marketing Automation and Customer Care</i>	Up to 20 users	Up to 50 users	Unlimited users
ACCPAC CRM SalesTeam			
<i>Sales Force Automation only</i>	Up to 20 users	Up to 50 users	Unlimited users
HOSTED AT ACCPACcrm.com			
			ACCPACcrm.com
ACCPACcrm.com Enterprise			
<i>Sales Force Automation, Marketing Automation and Customer Care</i>			Unlimited users
ACCPACcrm.com SalesTeam			
<i>Sales Force Automation only</i>			Unlimited users

ENTERPRISE-WIDE CRM

ACCPAC CRM provides your Marketing, Sales and Customer Service teams with the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels.

ACCPAC CRM offers the advanced functionality needed for effective sales force automation, marketing, customer care and call center support across industries, all accessible through a Web browser or wireless handheld device. With ACCPAC CRM, key personnel have easy access to common, client-focused information, enabling them to provide better, more personalized service to help foster customer loyalty.

SALES FORCE AUTOMATION

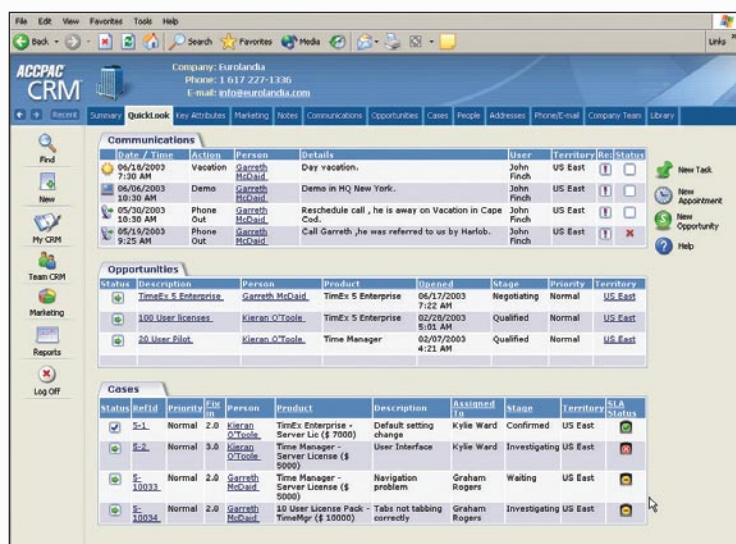
From first contact to order fulfillment and delivery, ACCPAC CRM Sales Force Automation maintains a single source of information that is shared across the enterprise. Fully customizable with Workflow, Opportunity Management, Sales Cycle analysis, Forecasting and easy-to-use reporting features, ACCPAC CRM makes it easy to understand and respond to prospects and customers – all the time.

MARKETING AUTOMATION

ACCPAC CRM Marketing Automation helps you maximize revenue opportunities and return on investment (ROI) by enabling you to respond quickly to your customers through cost-effective, highly personalized and targeted marketing programs. It's easy to develop, target, implement, manage and analyze campaigns with ACCPAC CRM. ACCPAC CRM automates the process, from concept to lead distribution and every step in between, cutting costs and improving the effectiveness of your marketing initiatives.

CUSTOMER CARE

ACCPAC CRM Customer Care provides complete workflow, incident tracking, case management and service status to help you create a reliable Knowledge Base for consistent, efficient customer service. Your Knowledge Base is built through traditional channels such as phone and e-mail or via Web Self Service, allowing customers to enter, resolve and track their own service requests. You can also access complete case histories at the touch of a button, increase speed resolution of queries and support issues, and ideally serve your customers.



ACCPAC CRM QuickLook gives you an instant view of customer communications, sales opportunities and cases, for quick access to the information you need most.

WEB AND WIRELESS ACCESS

Using a standard Web browser, you can access the full functionality of ACCPAC CRM anywhere – in your office or on the road. And for those times when a desktop browser isn't handy, you can access the system with your cell phone or wireless PDA. ACCPAC CRM also provides full support for mobile users even when they are not connected to a network, allowing them to work offline and later synchronize with the central server.

DOCUMENT LIBRARY

The ACCPAC CRM Document Library provides a central repository for key files, allowing enterprise-wide access anytime. With ACCPAC CRM, you store proposals, white papers, FAQs, marketing materials, letters, thank-you notes, quotes – whatever your team needs – in the Document Library for immediate access to support resources.

COMPUTER TELEPHONY INTEGRATION

ACCPAC CRM combines a fully integrated CRM system with interactive inbound and outbound telephony automation. When a customer calls in, automatic screen “pop-up” functionality provides key customer information, enabling you to quickly access a complete customer history. Integration with a telephony enabled network allows users to simply click phone numbers on the screen for fast auto-dialing. You can also forward calls to other CRM users and update client records.

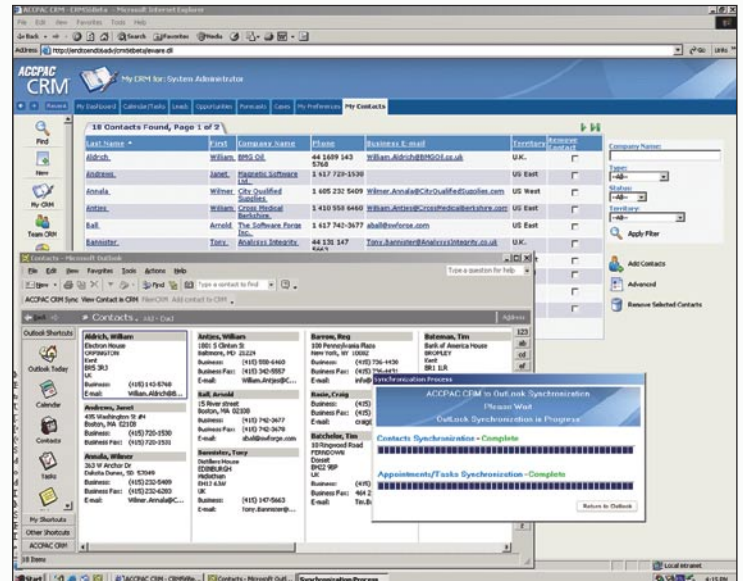
WEB SELF SERVICE

ACCPAC CRM Web Self Service allows customers to access information or request services and support over the Web whenever they want. Customers receive information based on their preferences, requests and history through customized customer and partner portals, which provide a single point of contact for information about your products and company.

MICROSOFT OUTLOOK AND LOTUS DOMINO INTEGRATION

ACCPAC CRM integrates with today's most popular e-mail and calendar management systems, such as Microsoft® Outlook® and IBM® Lotus® Domino™. Using Outlook, e-mail can be sent directly from within ACCPAC CRM or Outlook and all communications can be captured by ACCPAC CRM and filed appropriately inside your CRM database. You can even access your entire CRM system from within Outlook and retrieve desired information instantly.

When integrated with Lotus Domino, ACCPAC CRM provides “hands-free” server-level calendar synchronization to help keep you on track and up to date.

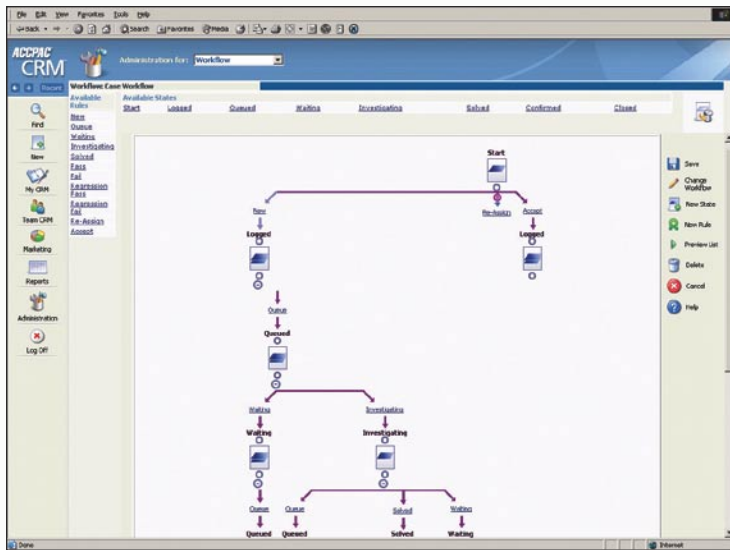


Bi-directional synchronization of contacts, tasks and appointments between ACCPAC CRM and Outlook ensures that the information you need is always close at hand.

FLEXIBLE, ADAPTABLE CRM

ACCPAC CRM offers unmatched flexibility and performance with advanced features, industry-leading technology and a robust architecture built to stand the test of time.

ACCPAC CRM has a proven, built-in ability to adapt to a wide range of business applications, including financials, human resources, Enterprise Resource Planning (ERP), supply chain management and document management, among others. Furthermore, ACCPAC CRM offers seamless, out-of-the-box integration to industry-leading ACCPAC business management applications – and also integrates with applications from other manufacturers.



Powerful, workflow capabilities allow you to automate, monitor and alert your staff of critical action items. From support case escalation issues to sales opportunity management, ACCPAC CRM ensures effective customer relationship management throughout your enterprise.

THIN-CLIENT ARCHITECTURE

ACCPAC CRM is Web-based and built on true thin-client technology, providing rapid deployment, efficiency, speed and cost effectiveness. ACCPAC CRM is a pure “server-side” deployment, eliminating the need for difficult-to-manage and costly client installations, configurations, upgrades and customizations. ACCPAC CRM Web pages and graphics files are considerably more compact than standard Web pages, allowing faster downloads (even over slow connections). With ACCPAC CRM, a Web browser and Internet access is all that you need to access your entire CRM system.

AUTOMATED WORKFLOW

With ACCPAC CRM automated workflow, you can integrate business rules across all channels, departments and employees. To help assess and design workflow, ACCPAC CRM provides graphical views of the process and its development patterns. In combination with e-mail integration, ACCPAC CRM ensures that actions requiring attention or escalation are automatically routed to the appropriate employees or partners.

INSTANT INTEGRATION

ACCPAC CRM is built to integrate with the technologies that you choose to run your business, without dictating your technology choices. ACCPAC CRM provides out-of-the-box, instant bi-directional integration with ACCPAC® accounting solutions like nothing else available today, so that CRM users always have real-time access to the most up-to-date information. And, if you’re using other accounting or legacy systems, ACCPAC CRM has the built-in ability to integrate with virtually any database or system.

TRUE CUSTOMIZABILITY

ACCPAC CRM provides customization tools that allow businesses to rapidly modify all aspects of the system. ACCPAC CRM's open architecture greatly reduces development and maintenance costs and allows seamless integration with other mission-critical applications across your enterprise. With easy-to-use onscreen tools, managers and administrators can create and modify fields, screens, tabs, tables, views, scripts, workflow and security settings on the fly. ACCPAC CRM customization functionality makes user-specific modifications to interfaces and data quick and easy, ensuring that ACCPAC CRM easily adapts to your business requirements.

GLOBAL BUSINESS

ACCPAC CRM provides multicurrency and multilingual support from a single code base for English (U.S. and U.K.), French, German, Spanish, Dutch and Japanese, making it a logical choice for businesses around the world. Additionally, you can easily modify these language sets to incorporate "company specific" terminology. The single-server installation, Web browser and wireless handheld access provided by ACCPAC CRM allow employees, partners and customers to view the information they need any time, from anywhere in the world.

The screenshot shows the ACCPAC CRM web interface. The top navigation bar includes 'My Dashboard', 'Calendar/Tasks', 'Leads', 'Opportunities', 'Forecasts', 'Cases', and 'My Preferences'. The left sidebar contains a navigation menu with icons for 'Rechercher', 'New', 'A Faire', 'Conatus', 'Marketing', 'Reports', 'Administration', 'Sortir', 'Encounter', 'New', 'Marketing', 'Berichte', 'A hacer', 'Canalst', 'Marketing', 'Informes y Listas', 'Admin.', and 'Desconectar'. The main content area displays a table of opportunities with the following data:

Estado	Descripcion	Persona	Producto	Abierta	Etap	Prioridad	Territory
Mando (1)	TimeLead - Phone	Robert Ramsey	TimEx S Enterprise	04/23/2004 08:19	Mando	Normal	US Central
Cualificado (2)	TimeExpense Conference Visitor	Joseph Kurabayashi	Time Manager	04/16/2004 05:42	Cuotado	Normal	US Central
Cuotado (2)	TimeExpense Email Lead	Wayne Bhutari	Expense Check	04/11/2004 03:35	Negociando	Normal	US Central
Negociando (4)	July Website Offer Lead	Jean Ramsey	Expense Check	01/17/2004 04:55	Cualificado	Normal	US Central
	ExpenseCheckLead - Fax	Nick Croccon	Expense Check	11/21/2003 08:02	Negociando	Normal	US Central
	March Website Offer Lead	Mainak Matheribaw	Expense Check	09/30/2003 09:27	Cualificado	Normal	US Central
	March Website Offer Lead	Manak Carer	Expense Check	09/30/2003 02:54	Negociando	Normal	US Central
	November Website Offer Lead	Andrew Hulst	Expense Check	09/29/2003 03:53	Cuotado	Normal	US Central
	January Website Offer Lead	Mike Hasson	TimEx S Enterprise	07/18/2003 05:10	Negociando	Normal	US Central

ACCPAC CRM fully supports global business with advanced multicurrency and multilingual capabilities.

SALES FORCE AUTOMATION

ACCPAC CRM puts you in complete control of your sales pipeline with the right tools to effectively manage, forecast and report through all phases of the sales cycle.

What factors influence why customers purchase your goods and services? Who are your most profitable clients? Being able to answer these questions helps set companies apart and gives them the competitive edge. To succeed, you must have complete control over your sales processes and resources, and access to critical real-time sales information whenever and wherever you need it. ACCPAC CRM delivers on all fronts.

SALES FORECASTING

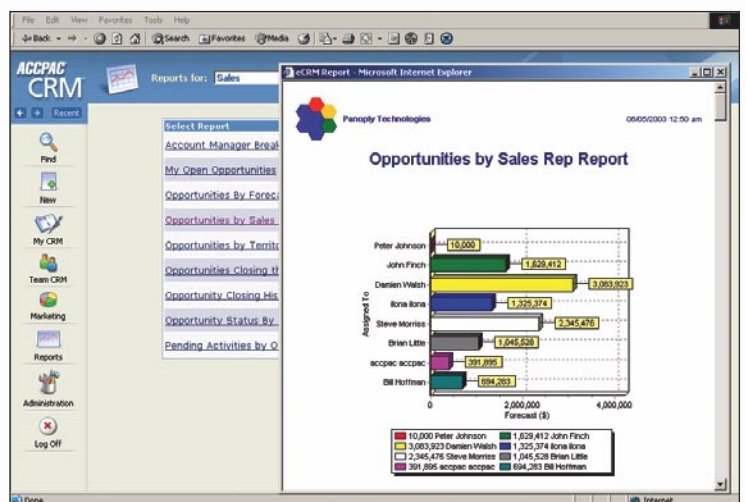
ACCPAC CRM includes Sales Forecasting as a standard feature, allowing sales users to provide forecasts and historical reports to their managers on an as-needed basis. Forecasts roll up throughout the organization and managers have the ability to add their own assessments to the forecasts of their direct reports.

ACCOUNT AND ACTIVITY MANAGEMENT

ACCPAC CRM provides the tools to manage and analyze all current and historical account details – enabling you to easily identify and recruit new clients, and resell to existing ones. Easily manage multiple accounts and opportunities, and automatically distribute leads to sales professionals around the world. Sophisticated workflow features provide automated sales processes to guide salespeople through proven selling methods. Additionally, ACCPAC CRM is easily configured to automatically trigger literature fulfillment, follow-up appointments, callbacks, daily tasks and much more!

SALES CYCLE MANAGEMENT

ACCPAC CRM gives you a snapshot of your sales cycle from first contact to final sale, allowing you to effectively analyze and manage the sales pipeline. As a result, you're able to assign a probability of closing the sale at each stage of your business sales cycle; by defining each stage, sales staff and management are provided with real-time rolling forecasts and pipeline analysis. Detailed reporting ensures that time and energy are spent on the deals most likely to close. With ACCPAC CRM, you can automate the escalation and reassignment of communications and tasks at any stage of the process, so that the employee most qualified to handle the situation addresses your clients' needs. By providing detailed information at every stage of the sales cycle, ACCPAC CRM is designed to get the right information to the right people, right away.



With ACCPAC CRM Sales Force Automation, you'll always have instant access to real-time sales opportunity analysis.

TIME MANAGEMENT

ACCPAC CRM has a positive impact on time management and business performance. Onscreen reminder notifications alert you about pending tasks while filter and sort options allow you to manipulate onscreen data to individual preferences, thereby enabling efficient delivery of information.

SALES FORCE MOBILIZATION

Keeping mobile sales professionals connected and “in the know” is one of the greatest challenges for companies. With ACCPAC CRM, you have on-the-spot access to the resources you need to close every sale. While traveling, you can access all aspects of the CRM system from PDAs, WAP-enabled cellular phones, laptops or other mobile devices. And when you’re online, the Web client provides a real-time link to ACCPAC CRM data, providing up-to-the-second information about your customers and business.



With ACCPAC CRM, your field staff has instant access to the information they need most. All they need is a smart phone, PDA or computer with Internet access. It's that simple!

SOLO SERVER

ACCPAC CRM Solo lets you exploit the benefits of CRM even when you are offline. Easily set up and maintained from within ACCPAC CRM, the Solo utility provides full support for mobile users, including synchronization of laptop computers with data from the central database at the office or via the Internet. Changes made to “mobile copies” of the database are immediately synchronized back to the main database the next time you’re online.

GRAPHICAL ANALYSIS AND REPORTING

ACCPAC CRM provides point-and-click reporting and graphs for sales teams to access data when making on-the-spot analysis and decisions. With ACCPAC CRM, you’ll always have the real-time information you need, in the format you want (for example, HTML, Adobe® Acrobat®, Comma Separated Values or Microsoft Excel). Start by evaluating new leads, quoted clients, demographics and potential deals in the pipeline, then analyze your sales efforts and use that knowledge to refine your strategy.

Graphical forecasting and reporting features filter data any way you choose. Use system default reports or easily create new reports with a reporting wizard that walks you through the process, prompting you to select where and how you would like to see the data. Now you can analyze trends and evaluate historical data to see what’s working and adjust what’s not.

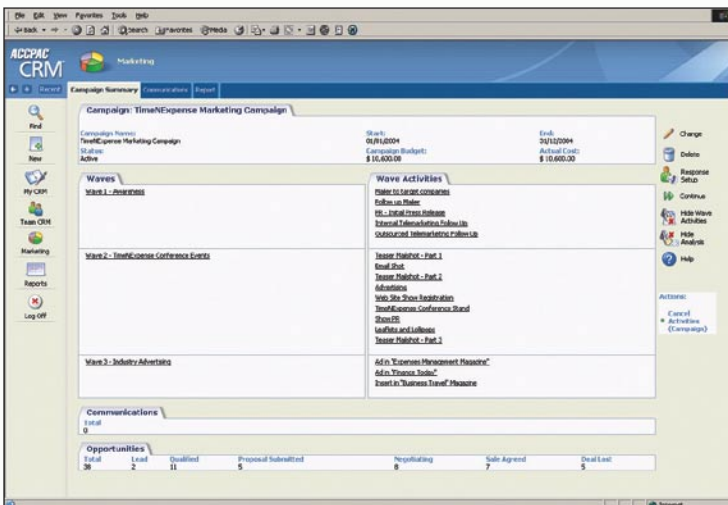
MARKETING AUTOMATION

ACCPAC CRM provides a single source of customer information to help you better manage your marketing efforts and make sound decisions based on the needs of your customers and prospects.

In an era where people have virtually unlimited choices regarding how, where and when they will do business, your challenge is not just to find new customers – but also to understand and retain your current customers. With ACCPAC CRM Marketing, you can target the right customer at the right time, eliminate guesswork and put your company's marketing resources to their best use.

CAMPAIGN MANAGEMENT

Building lasting and profitable customer relationships means identifying, executing and replicating effective marketing initiatives across all your sales channels. With ACCPAC CRM, marketing teams can analyze unlimited demographic information with customer-specific direct marketing campaigns. Assign, schedule and track marketing activities within a campaign – and view every detail of each campaign at a glance.



With ACCPAC CRM, you can track every phase of your marketing campaigns – from lead tracking to win/loss analysis to complete campaign budget management and more – and provide meaningful analysis.

E-MAIL MANAGEMENT

ACCPAC CRM makes it easy to distribute mass e-mail, and provides the ability to send HTML e-mail, create e-mail templates and send attachments to bulk e-mail messages. The actual communication is stored in each client's communication history, ensuring that you can easily look up the specific e-mail message when clients call or write about a particular campaign.

LIST MANAGEMENT

ACCPAC CRM provides the tools for marketing teams to easily create new target lists from selected criteria, re-use successful campaign lists or import mail-house lists. An integrated mail-merge function merges documents with target-customer lists. Once these lists are created, ACCPAC CRM Marketing automatically creates a record in the customer account, attaching the marketing piece to the account for later viewing by sales, marketing and customer service staff.

KEY ATTRIBUTE PROFILING

ACCPAC CRM Key Attribute Profiling enables you to build up a detailed profile of your customers and prospects over the course of the relationship. These key attributes are stored, reported on and used as a basis for future marketing activities. Key attributes are user-defined and easily track the date and call-to-action for a campaign, while providing real-time budget/cost analysis for every level of your marketing effort.

OUTBOUND CALL MANAGEMENT

With ACCPAC CRM, outbound calls are easily integrated into any marketing campaign. It's simple to set up target lists, and calls are dynamically allocated so they can be scheduled as CRM users become available. The system even allows you to schedule follow-up calls at times convenient for prospects or customers.

MARKETING EVALUATION TOOLS

View your campaign status any time and evaluate ROI. Analyze marketing campaigns by lead source or evaluate other important campaign details by using sophisticated tools and reports. ACCPAC CRM not only tracks response rates, it also lets you match sales revenues to specific campaigns, providing immediate cost vs. sales analysis data.

ACCPAC CRM allows you to analyze and modify campaigns, ensuring improved return results, quality responses and increased sales opportunities. Drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost and target prospects. Determine what your customers and prospects want and retain that information to produce more effective marketing campaigns. Eliminate the guesswork in your marketing and put your company's marketing resources to their best use!

"With ACCPAC CRM Marketing, you can target the right customer at the right time, eliminate guesswork and put your company's marketing resources to their best use."

Exclude	First	Last Name	Company Name	Title	Phone
<input type="checkbox"/>	Paka	Chao	Publications Group	Finance/IT Director	1 516 903 7102
<input type="checkbox"/>	Omar	Chisholm	Publishing Systems	Financial Director	1 770 360 8282
<input type="checkbox"/>	Patrick	Clark	Partitions Capital	Financial Director	1 860 291 9351
<input type="checkbox"/>	Tohr	Clason	Dynamics Systems Aspen	Financial Director	1 732 469 8257
<input type="checkbox"/>	Nikolai	Holliday	Warehouse Complete	Financial Director	1 610 962 8709
<input type="checkbox"/>	Steve	Hurlex	Public University California	Financial Director	1 787 573 8849
<input type="checkbox"/>	Chris	Jones	Logical Group	Financial Director	1 212 625 4967
<input type="checkbox"/>	Mark	Little	Global Force Board	Financial Director	1 703 908 5698
<input type="checkbox"/>	Sean	McKarr	Gas Systems Cambridge	Financial Director	1 312 904 2769
<input type="checkbox"/>	Bill	Mouroux	Bio Company	Financial Director	1 947 249 8321
<input type="checkbox"/>	Salvador	Murphy	Sandburg Engineering	Financial Director	1 959 351 3474
<input type="checkbox"/>	Brad	Musarax	Profts Corp.	Financial Director	1 954 820 6131
<input type="checkbox"/>	Bozanne	O'Brien	Integrated Service Assurance	Financial Director	1 800 765 6039
<input type="checkbox"/>	Dan	O'Sullivan	Credit Valley	Financial Director	1 716 783 4568
<input type="checkbox"/>	David	Packer	Vultron Little	Financial Director	1 561 624 1234
<input type="checkbox"/>	Eric	Pearce	Boston Federal	Financial Director	1 423 457 1012
<input type="checkbox"/>	Nissim	Pope	Side International	Financial Director	1 631 254 3964
<input type="checkbox"/>	Jacques	Prar	Atmospheres Inc.	Financial Director	1 212 207 4951

With ACCPAC CRM, you get powerful and flexible profiling of your customers and prospects based on user-defined criteria, direct integration to mass e-mail and other valuable tools to enhance your marketing strategy.

CUSTOMER CARE AUTOMATION

ACCPAC CRM empowers your organization with the information it needs to build and support long-term customer satisfaction and loyalty.

Good sales and marketing efforts deliver customers to your business. But that's just the start. Your customer support department develops the relationships that create customer loyalty and generate repeat sales. With the cost of acquiring customers as much as seven times higher than retaining them, creating the ideal customer experience is the key to success. With ACCPAC CRM Customer Care, you'll build and manage lasting customer relationships, providing the service your customers need and expect.

"ACCPAC CRM makes building and retaining your customer base easier than ever by ensuring that customers receive flawless service at every step, whether they choose to interact with your company via e-mail, the telephone or the Web."

CONTACT MANAGEMENT

To deliver superior customer service and exceed your customer support performance goals, your staff must have the most up-to-date and complete customer data at their fingertips. With an enterprise-wide view of your customers, you can manage for profitability by effectively resolving service issues and creating cross-sell or up-sell opportunities. After all, customers interact with your support team more frequently than with anyone else in your company. ACCPAC CRM provides real-time access to relevant customer data including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, and sales opportunities. With ACCPAC CRM, you can make the most of every customer interaction, maximizing business opportunities and customer satisfaction.

WORKFLOW INTEGRATION

ACCPAC CRM makes building and retaining your customer base easier than ever by ensuring that customers receive flawless service at every step, whether they choose to interact with your company via e-mail, the telephone or the Web. By implementing a structured workflow that automates pre-determined business rules across all channels, departments and employees, ACCPAC CRM can effectively monitor every customer issue throughout its "lifecycle," from initial logging through final resolution. Actions requiring specialized attention are automatically routed to the appropriate employees or partners with the assurance that no issue will "fall through the cracks."



SERVICE LEVEL AGREEMENTS

The ability to track and meet service level agreements (SLAs) against your support cases is critical for maintaining loyal, dedicated customers. ACCPAC CRM cases have a “traffic light” monitoring system, which indicates how close the case is to exceeding an SLA, and allows triggering of escalation events at predefined times in the process.

CALL CENTER ACCURACY

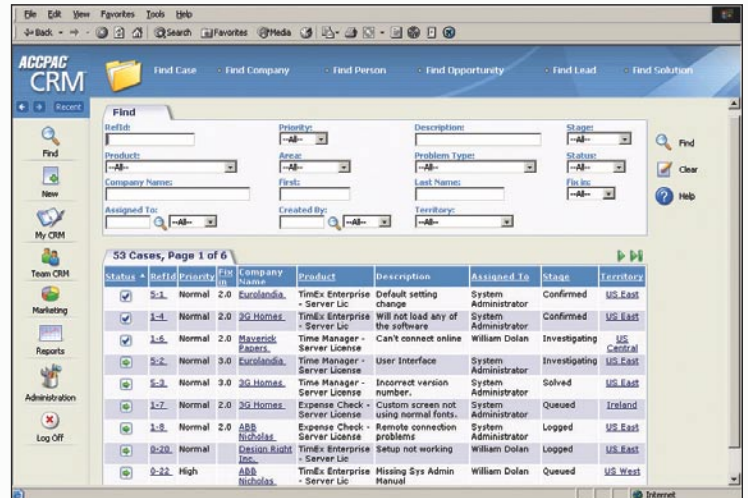
As a central repository for all customer data, ACCPAC CRM provides easy-to-use, real-time access to information, enabling you to resolve customer issues quickly and efficiently, reducing call times and increasing the efficiency of your call center. You can escalate and prioritize issues and reduce the amount of time required to resolve each call – increasing customer loyalty and confidence. Through the user-friendly interface, recent history buttons, call and e-mail interaction logs, and hypertext search capabilities, ACCPAC CRM keeps critical information at your fingertips – helping customer support professionals find what they need, when they need it.

KNOWLEDGE BASE

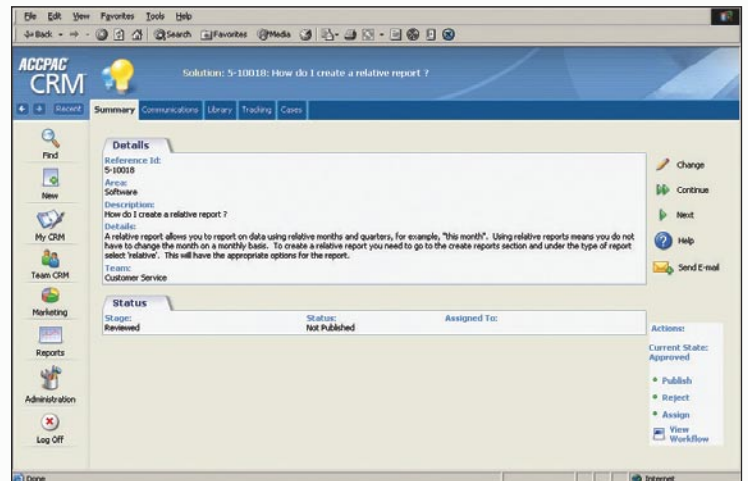
With ACCPAC CRM, you store support incidents and case resolutions in a central Knowledge Base. Resolutions are linked to multiple cases and automatically e-mailed to users and customers. The Knowledge Base is accessible to all ACCPAC CRM users and to customers via the Customer Self Service Area.

ENHANCED REPORTING

With ACCPAC CRM, you can generate presentation-quality, device-independent reports in Adobe® Acrobat® format (PDF) “on demand” for every report within the system, making it easy to e-mail reports to staff who many not have access to your ACCPAC CRM system. When you want quick, one-page overviews of key facts, Summary Reports provides at-a-glance coverage of what matters most. Summary Reports are available for Companies, People, Sales Opportunities and Cases.



ACCPAC CRM enables you to effectively manage, analyze and respond to support issues at all levels of your organization. With advanced e-mail and workflow integration, ACCPAC CRM ensures that all customer cases are promptly resolved.



Intelligent e-mail and workflow integration instantly builds your Knowledge Base. With easy access via Web Self Service, your customers and other employees will be empowered to solve issues themselves – saving your company time and money.

END-TO-END BUSINESS MANAGEMENT

ACCPAC® is a global provider of award-winning end-to-end business management applications for mid-market enterprises.

For more than 20 years, ACCPAC has provided dependable software applications optimized to take advantage of new technologies and meet the unique requirements of companies like yours. Integrating powerful front-office Web and wireless capabilities with back-office accounting and operations, ACCPAC helps you enhance competitive advantage and increase profitability.

Look to ACCPAC for fully integrated business management applications that deliver high performance, advanced functionality, cross-product integration and unmatched freedom of choice. ACCPAC delivers software applications that work best for your business today, with the ability to upgrade and modify your system as your business expands in the future – which means an investment in ACCPAC is an investment that stands the test of time.

With a global network of more than 6,500 well-trained and experienced Business Partners and more than 590,000 registered clients, ACCPAC has helped companies around the world gain strategic advantages designed to take businesses like yours confidently into the future.



ACCPAC OFFERS FULLY INTEGRATED BUSINESS MANAGEMENT APPLICATIONS

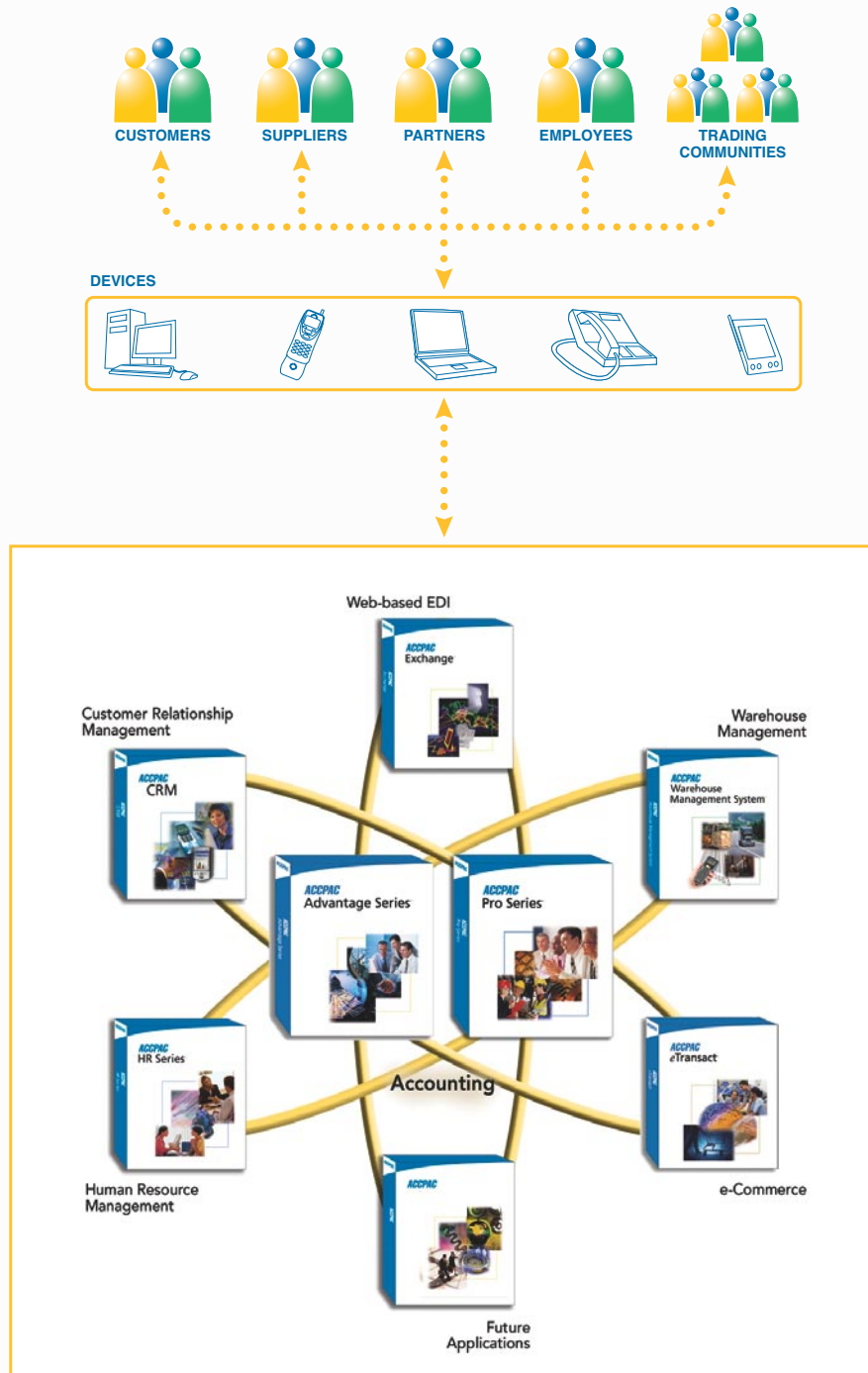
- Accounting and Operations
- Customer Relationship Management (CRM)
- Human Resource Management
- Warehouse Management
- Manufacturing
- Electronic Data Interchange (EDI)
- E-Commerce
- Point of Sale (POS)
- Project and Job Costing
- Business Analytics
- Enterprise Reporting
- Messaging
- And much more

ACCPAC OFFERS UNMATCHED FREEDOM OF CHOICE

- True integration across applications
- Advanced Web and wireless access
- Flexible deployment and purchasing options
- Scalable, open architecture
- Advanced customization
- Microsoft® Windows® or Linux® operating system support
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