

What Differentiates Commence From Other CRM Solutions

Small to mid-size businesses often have different criteria than enterprise organizations. The driving factors are:

- Comprehensive Functionality
- Rapid Deployment
- Ease of Use
- Low Cost of Ownership

The **Commence Application Suite** delivers all the above at an affordable price.

Comprehensive Functionality

The Commence Application Suite's functionality rivals that of many high end products like Siebel and PeopleSoft at a fraction of the cost.

Product Highlights

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| Sales Functionality <ul style="list-style-type: none">• Contact Management, Profiles & History• Group Calendar/Scheduling• E-Mail, Fax, Letter Templates | Sales Management <ul style="list-style-type: none">• Account Management• Opportunity Management• Pipeline Analysis• Territory Assignment• Forecast and Detailed Reporting |
| Telesales/Telemarketing <ul style="list-style-type: none">• Call List Assembly• Scripting• Auto Dialing• Lead generation, automatic transfer of leads to sales organization | Microsoft Integration <ul style="list-style-type: none">• Complete compatibility with Microsoft• Outlook - email, calendar and contacts |
| Marketing <ul style="list-style-type: none">• Campaign Management• Response Tracking• Budgeting• Measure Campaign Results• Detailed Reporting | Customer Support <ul style="list-style-type: none">• Service Ticket Management• Escalation Tracking• Problem Management & Resolution• Return Material Authorization (RMA)• Historical Reporting• Knowledgebase |
| Web Integration <ul style="list-style-type: none">• Connect customer records to corresponding web pages and searches• Automatically launch web browser displaying web applications | |

Rapid Deployment

Whether deployed in-house or as a hosted solution the Commence Application Suite will be up and running with minimal investment. By working with thousands of companies around the world, we have acquired the knowledge and experience necessary to design and deliver business solutions that deploy rapidly and are easy to use. This has allowed our customers to realize the maximum value from our products and an immediate return on their investment.

*We will have you up and running faster than any competition in our space, **guaranteed!***

Commence has developed a rapid implementation methodology called **S.T.E.P.**, the "**Successful Technology Enablement Program**". STEP outlines the key areas of responsibility, resource requirements and timeframes for implementation. This helps the implementation team guarantee a successful, timely and cost effective installation.

Ease of Use

Unlike competitive products that have been designed for large organizations and scaled down to meet the needs of smaller organizations, Commence, has been designed as a "ready to use solution" for growing businesses. The product incorporates three key features that simply make it easier to use than other solutions.

- **Common User Interface** --- Commence is an integrated solution built by one company. Consistent navigation and screen design ensures ease of use and a rapid learning curve. Other products have been piecemealed together with applications acquired from third party companies.
- **Multi-view Feature** --- Commence is designed to provide rapid access to information with a single mouse click. The multi-view or split screen function provides the end user with a primary view of information such as account profile on the top portion of the screen followed a secondary view of related information. A single click provides additional account information.
- **Digital Dashboard** --- With Commence you're in control of your information. Each end use has the ability to tailor their screen to the way they work. View information horizontally, vertically, filter information specific to your needs or simply change background colors. It's up to you. With Commence, you're in the driver seat. No other solution can offer the flexibility of Commence.

Productivity soars when people want to use the product!

Low Cost of Ownership

One of the most overlooked costs associated with CRM solutions is the cost of ownership, i.e. what will the system cost me to maintain, modify and upgrade to new features. Commence boasts the lowest cost of ownership of any product in the SMB space. Commence doesn't require a professional developer or system engineer to modify or maintain. Administration and customization can be done by a database administrator or experienced end user.

We challenge the competition to match us!