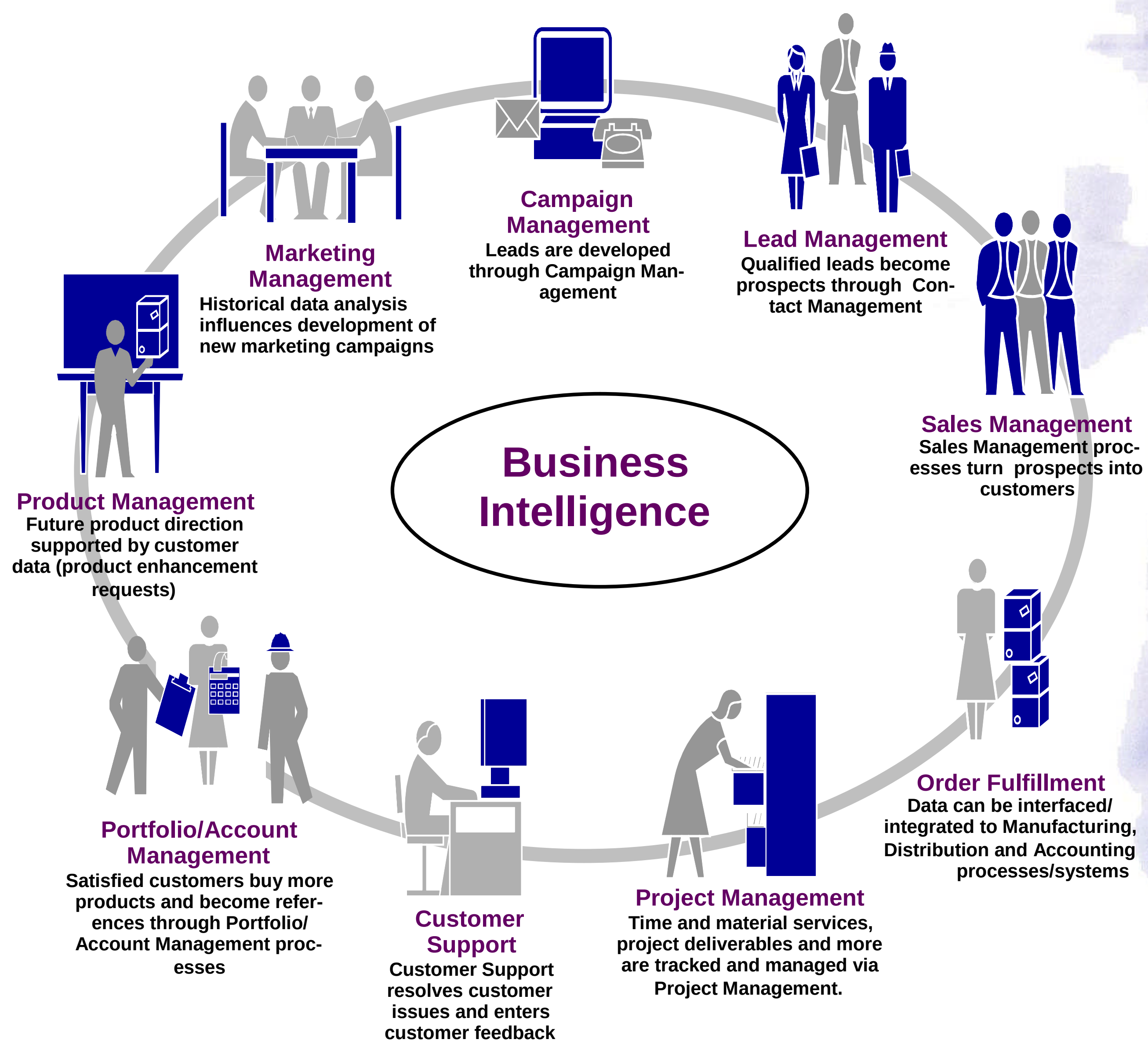
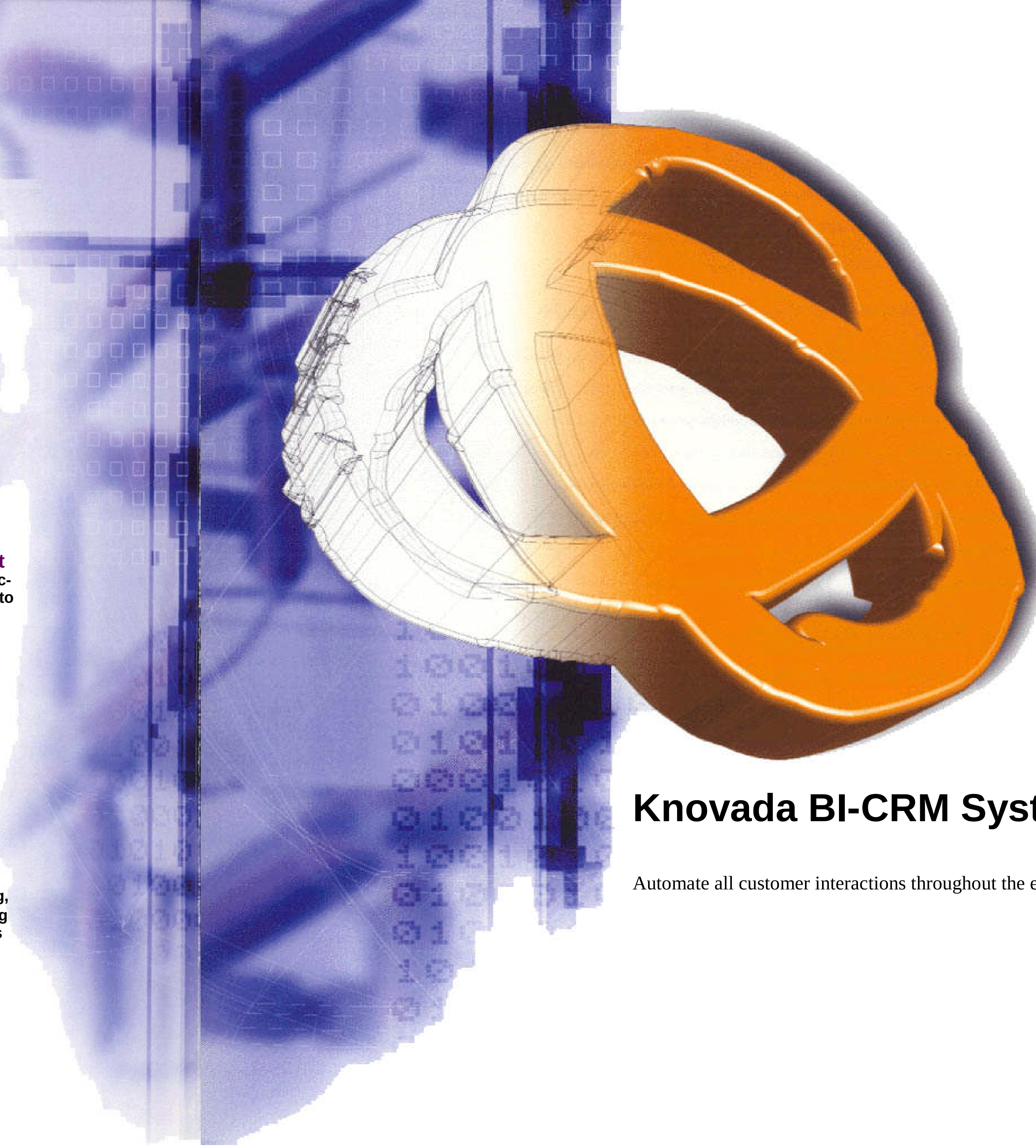
Business Intelligence – Customer Relationship Management Cycle





Knovada BI-CRM System

Automate all customer interactions throughout the enterprise

Knovada
where data becomes knowledge

Knovada
where data becomes knowledge

Call today or visit our web site at www.knovada.com and learn just how fast your applications can be online (866) 890-3121

Knovada BI-CRM System

Online BI-CRM Module

Our Business Intelligence – Customer Relationship Management (BI-CRM) Solution provides organizations with the ability to automate all customer interactions throughout the enterprise utilizing a common customer record. By consolidating multiple customer touch points from across the enterprise, individual organizations have access to their own unique data elements through their customized views while facilitating the sharing of required information throughout the enterprise.

Such a 360 degree view of each customer/client interaction which is consolidated within a single customer record by our CRM Module serves as the foundation for the overlay of our Business Intelligence Module to provide meaningful information and critical benchmarks to enhance the decision making process. As displayed on the organizational flow below, a tremendous amount of information is gathered on each and every customer interaction by a number of individual organizations. This information can prevent a detrimental impact on an organization's ability to achieve additional sales revenue due to poor customer service by keeping all the information for a client visible to required personnel within the organization. Likewise marketing campaigns must be analyzed and evaluated to determine where future marketing budgets should be focused. These are just two examples whereby our BI Module can provide logic and intelligence to this vast array of data; enhancing the decision making process by management; ensuring that organizations have a coordinated view of their client base; while facilitating the development of new strategies based upon past successes or failures.

In addition to the traditional customer relationship management functions, our solution likewise supports the unique marketing and sales activities which are associated with an organization's alliances and value added resellers through our Partner Relationship Management Module (PRM.) With our PRM, an organization will have the capability to ensure their alliances and resellers are achieving their objectives such as revenue targets/quotas and royalty payments. Through our PRM, reseller territories or products can also be defined and customers can be assigned thereby avoiding channel conflicts in their respective markets.

Our newest version of BI-CRM will incorporate a Salary Administration Module to manage and administer salary and compensation plans for the marketing and sales representatives. Our Salary Administration Module will provide accurate and timely compensation information for management review together with a direct link to an organization's payroll system.

Knovada
where data becomes knowledge

Knovada BI-CRM Benefits

Recognizing the requirement that each segment of an enterprise will view their specific customer/client interaction from a different perspective, our CRM Module provides the ability for each segment to define their unique views through an easy to use graphical user interface and customization wizard without impacting the metadata structure or new release compatibility. More importantly, such customizations can be easily applied by the client themselves; minimizing the impact on their own internal Information Technology organization or having to rely upon on third party vendors for such customizations.

- Centralize prospect/client data - Provides one central view interface for all data needs.
- Manage industry related details, action items and contacts - Adds/edits can be made from same web location.
- Centralize data collection processes - Easy to use forms within the system provide for one stop shop.
- Provide security controls for client/prospect integrity - Users can only view/edit/search assigned prospects/clients. Management is provided top down viewing capability. Administrators can turn on/off fields and support staff with ad-hoc views.
- Maintain business data ownership - Captures and maintains ownership for ongoing business lifecycle support. System allows for owners to transition ownership to new owners for business continuity.
- Create document library system - Provides a centralized location to query client documents (contracts, annual reports, ad-hoc reports, etc…).
- Provide PDA accessibility - Can access and use the system through PDA when a PC is not available or travelling.
- Integrated application - integrated with existing intranet - Provides transparent navigation for simply use.
- Must be external vendor for ongoing business support - No systems knowledge is lost through turnover rather business continues as usual. No need for new software, upgrades, or new hardware.
- Centralize the sales process - Central location for all communication and documentation throughout the sales process. Central details section to capture client specifications.
- Export data for further review and analysis - Provides ability to run targeted reports and export details.

Knovada
where data becomes knowledge