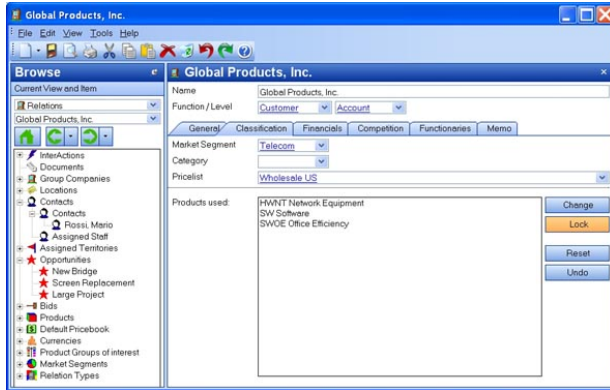


The demand for high performance of the sales division are continuously increasing, the market is demanding highly professional round the clock service, the flood of communications are accelerating and companies need to be more than ever in possession of a clear picture of the current and forecasted sales efforts. The data is there, in the heads of the sales staff, scattered across e-mails, reports, spreadsheets and network drives, but the drafting of reports requires precious time, the right information is difficult to find when needed and the team does not share their knowledge effectively. Still, the last thing that your staff will welcome is yet another tool in which to log their progress.



Focussing on your Customer

The software allows you place your customer at the focal point of your organisation. Give your entire company a 360-degree view of each of your customers, enabling you to acquire deep knowledge of every account, facilitate collaboration across your organization, and build and maintain strong, lasting customer relationships.

Have on the spot access to any communication, activity, agreement, bid, opportunity, and more, both historical and planned. RapidOne CRM places all the relevant information at your fingertips – no matter who has previously dealt with a company or contact – and bridges the gaps between departments and business areas.

Increase your insight through purchase profiling, key financial figures, and competitor tracking.

Seamless Enterprise Solution

RapidOne CRM is built on RapidOne Team technology that combines business intelligence with communication and sharing resources across the team. E-mails are sent and received within the solution, documents are shared by the solution, work planning is integrated into the solution, and with the implementation of RapidOne CRM your sales staff will see the number of applications to maintain decrease whilst team work flourishes and solid business intelligence is being accumulated, accessible to all who need it.

Website Leads

Potential customers visiting your website are automatically added to your prospect list, the territory and salesperson assigned, and the appropriate activity scheduled.

Opportunity Management

Opportunity management enables the sales organisation to close deals faster by providing a single

place for updating deal information, tracking opportunity milestones, and tie in to all opportunity-related interactions and documents.

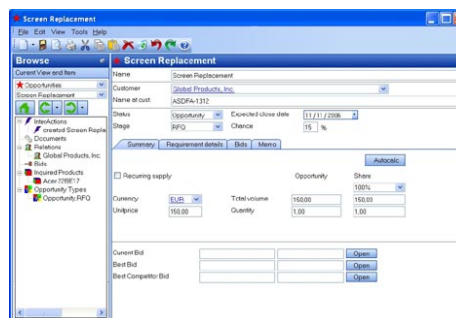
Designed for fast entry in order to keep barriers low for heavily burdened sales staff, opportunities can be registered in a short summary form, allowing the user to fill in details later as they come available.

RapidOne offers advanced features such as a multiple bid issue, bidding history, share assignment in multiple source situations, competitor tracking and more.

Tracking Bids

Bids are placed in context of the opportunity, the product assortment and the pricing policies of your company and help the sales organisation to quote deals faster and better by understanding the requirements and characteristics of the customer and matching these to your company's most suitable products and services.

The advanced features of RapidOne allow you to quote multiple price brackets, manage your bidding process using bid editions, and implement counter signature requirements before a bid can be released.



Territory Management

With the territory management capabilities, you can easily define, administer, analyse, and change sales territories to match your sales organization, no matter how complex it is or how frequently it evolves.

Product Catalogue

Manage even the most complex product catalogues with ease.

Using principal product characteristics for each product family search your catalogue interactively for an exact or close match. Create custom Product Profiles for each of your product families, turning the catalogue from being a flat product listing into an interactive product selector.

Work with multiple price-books, currencies, fixed or quantity based pricing policies, and tie in all supportive documentation, specifications and promotional material, creating a central and complete reference work that is always up to date.

Key Benefits:

- ▶ High user acceptance
- ▶ Improve customer support
- ▶ Organise team engagement
- ▶ Spot competitive threats
- ▶ Increase success rate
- ▶ Improve productivity

Manage Growth

Increased visibility into the sales process for managers can also help them supervise their sales people's professional growth. RapidOne CRM is the right solution for every organization wanting to provide its sales people and sales managers with an instantaneous and comprehensive insight into all its prospects, customers, contacts, opportunities and related sales activities.