

5 Steps to increased profitability through Customer Relationship Management

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the Windows & Internet CRM Company

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PROFITABILITY AND CRM
A half-day executive forum

Dublin, 24th April 2001
Manchester, 25th April 2001
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eWare - CRM built for your business

Business moves faster with every innovation. At times it can be hard to keep up. eWare's Customer Relationship Management solution allows businesses to manage all interactions with prospects, customers and partners however, whenever and wherever they happen.

Information is captured and ultimately your company will provide a better, more profitable offering.

Your customers will appreciate the service. Your people will enjoy the control. Your company will love the return on investment.

eWare™
the Wireless & Internet CRM Company™

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"Your customers just got closer"

crm

"The most sophisticated product ever seen for companies or divisions with 200-2000 employees"

eWare Modules
Any and all of the following modules can be selected and added together seamlessly to build your CRM solution. Select those that resolve your immediate requirements and turn on the others as you need them - eWare will help you build the best CRM system for your company:

- Contact management
- Diary management
- Customer care
- Telemarketing
- Sales force automation
- Campaign management
- Account management
- Customer self-service
- Partner relationship management
- Lead management
- Field force management

"Today, to work means to travel. Too often this represents inconveniences in receiving and sending information, in getting access to the tools that you need to do your job effectively. Even just staying in touch can be an issue. Until now"

eWare Mobile
eWare has developed a solution to bring you all the power of an enterprise level CRM system and deliver it to you wherever you are.

You can browse and utilize almost every aspect of your CRM system, schedule your diary, arrange meetings, get customer details, track customer accounts, run reports, update the central database - anything you can do at your desk

Key Business Issues...
Mobile Salesforce
Representatives need access to the most up-to-date information in order to schedule their time with their contacts efficiently. Field Managers also need to be in constant communication with their team on the road, or in the office. eWare Mobile is the only enterprise class CRM solution fully accessible through PDA or on-the-road laptop - for employee and customer alike.

Integration to your core business
eWare Mobile is incorporated into your standard business workflow. Users can be notified of specific events while on the road. Users can also advance sales - a sales professional can progress the stage of a sale upon leaving a meeting, triggering certain workflow events such as sending collateral or scheduling follow-up calls.

Built for Mobile
The core eWare system was designed from day one to be portable. By separating the presentation of the product from the core data, eWare is able to provide interfaces for mobile devices that allow the users to get the maximum from the mobile experience. Users can choose the screens and fields they need so superfluous data is eliminated. The same functionality, the same core systems - just better, faster and more useful mobile access.

Future proof
eWare Mobile is not dependent on any particular mobile solution, it can be configured to accommodate any Internet-ready device. Every major handheld manufacturer is developing towards this standard and will be for the foreseeable future.

visit us at www.eWare.com or wap.eWare.com

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the Wireless & Internet CRM Company™

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Technical Training

Training

CRM

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Solution & Benefits

The Solution
eWare's CRM solution provides a complete, integrated CRM solution for businesses of all sizes. It is a web-based solution that can be accessed from any Internet-enabled device. It is a scalable solution that can grow with your business. It is a flexible solution that can be tailored to your business. It is a secure solution that can protect your data. It is a reliable solution that can be trusted. It is a cost-effective solution that can save you money. It is a time-saving solution that can increase your productivity. It is a powerful solution that can help you succeed.

The Benefits
• Improved customer service
• Increased sales
• Reduced costs
• Increased productivity
• Improved communication
• Increased collaboration
• Increased transparency
• Increased accountability
• Increased efficiency
• Increased effectiveness
• Increased profitability
• Increased growth
• Increased success

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IN
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User Guide

eWare CRM

Business Automation

Rapid Deployment

Return on Investment

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for Technology Companies

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"We want to put our business tools in the hands of every member of staff in order to be more **proactive** with our customers. eWare customised its technology to fit our business model. It is particularly easy to use, was quick to implement and integrated easily with our back end systems"

Graham Chapple, Operations and Finance Director, PERSPAX NETWORKS

eWare CRM Your Customers Just Got Closer

eWare allows businesses to manage all interactions with prospects, customers and partners, however, whenever and wherever they happen.

With eWare, corporations are free to offer their customers any and every channel through which to do business. Customer-facing staff are given the tools to deal with these interactions efficiently, effectively and profitably.

Information is captured, lessons are learned and ultimately your company will provide a better, more profitable offering.

Your customers will appreciate the service. Your people will enjoy the control. Your company will love the return on investment.

The most efficient system available...

eWare is completely thin client and can therefore be delivered to innumerable devices. Within the company it integrates its business intelligence with existing or new data sources to provide a single resource for all stakeholders in the organisation. No duplication or replication – just customer information when and where you want it.

complaints, issue management

Reporting: forecasting, pipeline, marketing effectiveness, service levels, client value, sales activity.

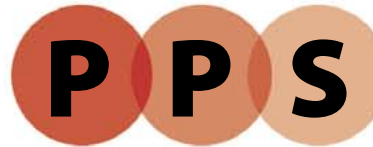
Documents: link and view all documents, contracts and other files to the contact record for easy access and viewing.

Technology: eWare's thin client technology offers both anywhere access from a browser and disconnected usage on a laptop or PDA device. This architecture also means central control for IT staff an low ongoing cost of ownership with easy to use configuration tools provided. Map in your business processes and roles. Multi-language and multi-currency support for global deployments. Tailored views and user with security privileges and territory management. Provide web self-service access for business partners or clients.

Integrate: information rapidly from existing systems such as ERP, MRP, SOP, POP, Finance to get the complete picture without replacing existing systems. Create a holistic view of the customer in one easy to use system.

Who is eWare?

eWare is the wireless and internet CRM company. We allow businesses to manage all interactions with prospects, customers and partners however, whenever and wherever they happen. eWare is available globally in a range of languages.





CALENDAR 2005

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Two Trees – The forty shades of green of Ireland have now been joined by the brilliant yellow of fields of rapeseed. This field near Bennettsbridge, Co Kilkenny is more reminiscent of the fields central France than the traditional Irish landscape.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



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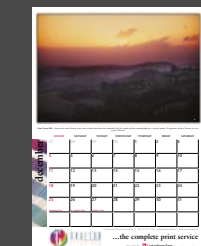
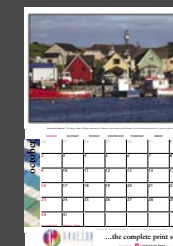
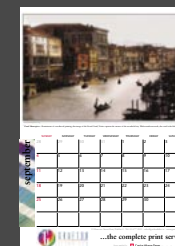
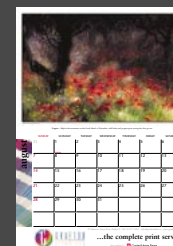
Dream Boat – The floating market outside Bangkok is a place of hustle and bustle; hundreds of boats each stocked to the gunnels with its wares but there is still time to daydream.

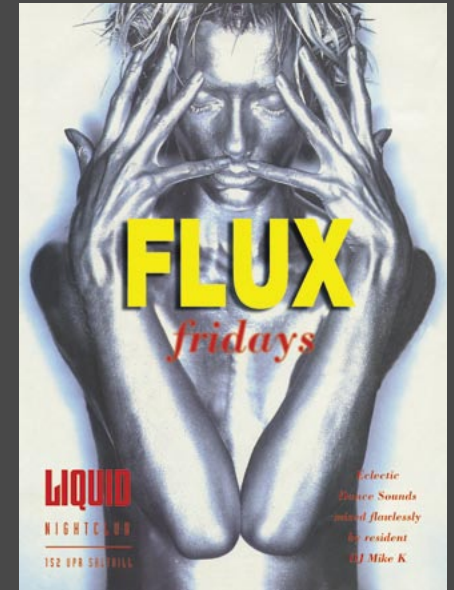
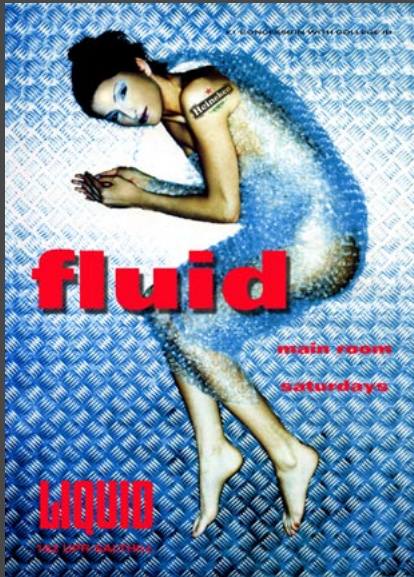
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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5 <small>Holiday</small>	6	7	8	9	10	11
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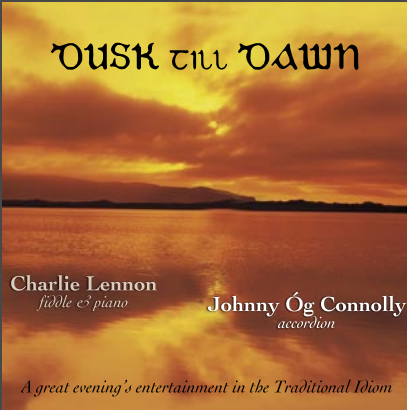
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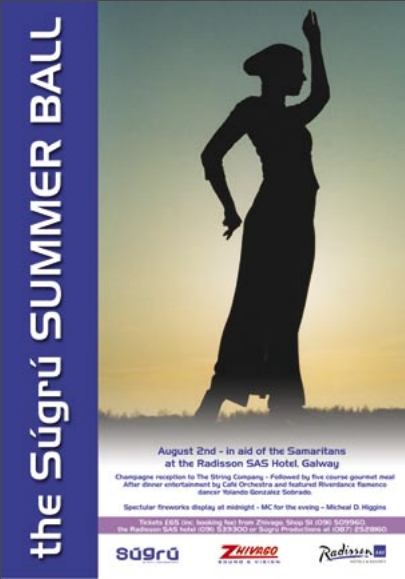
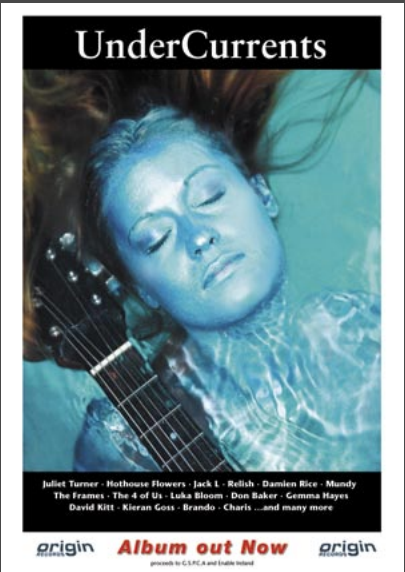
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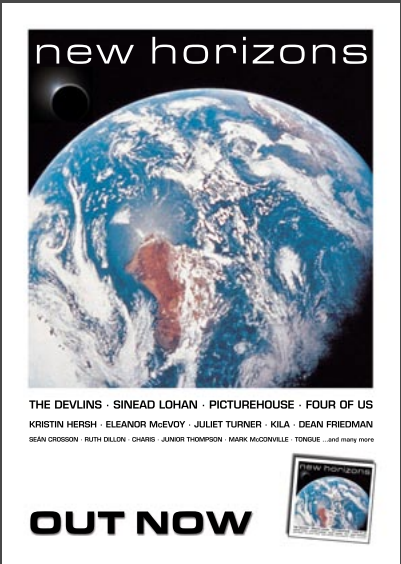
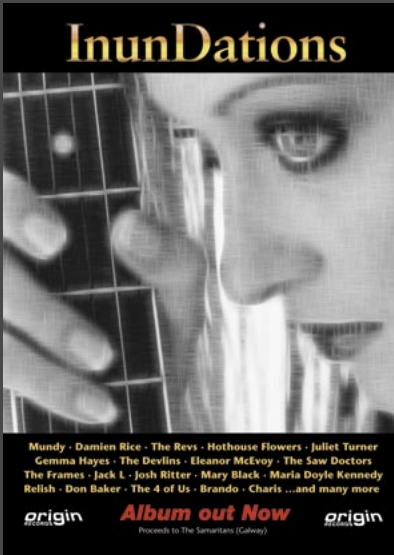












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