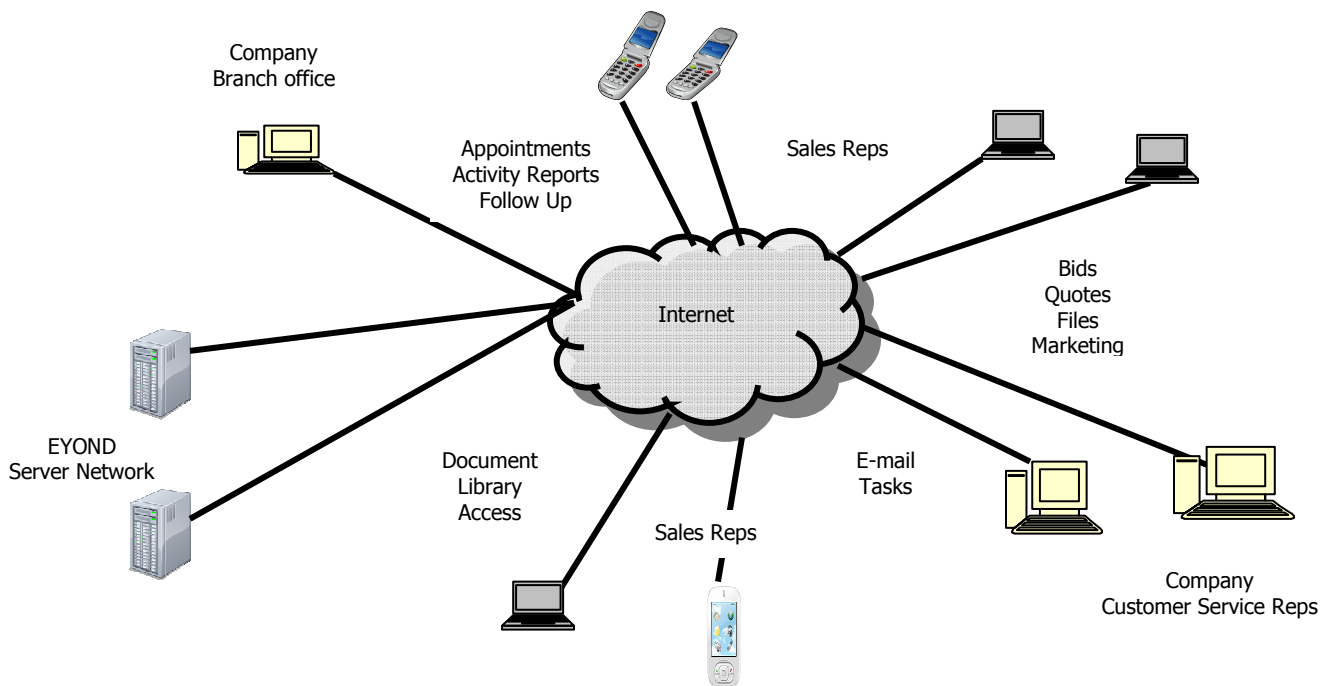


MRSWARE (misses-ware) is an Expandable Framework™ that can have any number of modules plugged into it to form a robust, multifaceted solution for any business need. MRSWARE is Software as a Service (SaaS) so there is no need to purchase extra hardware or software; everything is monitored and kept up to date on our secure servers. The MRSWARE client software used to connect to the servers is a single downloadable file which will run on any Windows computer. Each time a user logs in, updates automatically take place ensuring that everyone always has the most up to date software.

What are the major challenges facing any company putting forth a product or service?

One of them is having a central location to collect, store and share key agency information and data. Most sales reps have their own contact management program; however, this creates islands of information for a company. When a sales rep leaves, he/she takes key data with them, leaving the company with none of the information they gathered over the years. How do you create one central composite database for your company?

MRSWARE is a solution for creating a company wide repository for information on all contacts with whom you interact. All company MRSWARE users, no matter where they are located, can contribute information for a complete database that is accessible, up to date and shared by everyone.



Outstanding Customer Experience

The key to providing your customers with extraordinary customer experiences is having the knowledge you need to solve their issues and solving them quickly and pleasantly. By implementing a Customer Relationship Management (CRM) application, constructing

historical data, generating current information consisting of call reports, appointments, tasks, key files and communications (including e-mails) you can offer the knowledge to your entire staff. And then they can deliver outstanding customer service and support, building customer loyalty.

Shared Customer Relationship Management

Critical to business communication is a centralized location for accessing and storing information about contacts for your company. More than just name, address, and phone numbers, a true contact relationship management application tracks all communication points with the contact:

- **Appointments**
Easily see when and where a meeting with a contact is taking/has taken place.
- **Journals**
Any user in the system can make or add to notes associated with a contact. Make a separate journal entry for each interaction with a contact to maintain a timeline of events.
- **Tasks**
Easily associate tasks to a contact to further track details of activities performed in relation to that contact.
- **E-mail**
E-mail is such a constant factor in today's communications; easily search on inbound and outbound e-mail associated to a contact to follow conversation threads with that contact.
- **Files**
Upload and associate individual or groups of files for a contact into the MRSWARE FileShare.
- **Sub-contacts**
In the case of company contacts, track individual contacts at those companies with all the specific details just as you would the company itself.
- **Relationships**
Record and annotate relationships between contacts, such as with family members, attorney/client, vendor/supplier, and any others.
- **Categories**
Apply descriptive terms to contacts for easy list creation and searching for bulk e-mailings, notifications, etc.

FileShare

The FileShare feature in MRSWARE is more than just a place to store documents and link them to contacts. Users can also add descriptions and categories to the files; search on descriptions, categories, and file names. FileShare is a multi-user enabled document library that allows users, with the appropriate permissions, to check-in and check-out documents for editing and to maintain revisions of documents.

MRSWARE Minutes™ transcription service for CRM compliance

Make your activity reporting easier; increase compliance which will ultimately increase your collaboration between inside and outside teams with MRSWARE Minutes.

MRSWARE Minutes, a companion service available to all MRSWARE users, but primarily designed to assist the sales force in the field meet compliance with call reports. The sales rep calls in during the day, when activities are freshest in mind, and leaves a voice message to be transcribed on their behalf into the appropriate place in MRSWARE. Once entered, the appointments, follow up tasks and call notes will be accessible by all team members in order to provide the best customer service available.

Familiar look and feel, with power to spare

Each user can log into the system from wherever they are, with an internet connection. However, unlike many other CRM and SFA solutions available, MRSWARE is not a web browser-based application. Using a development model known as Smart Client, MRSWARE brings all of the advantages of a self-updating, always on, anywhere accessible application and provides it in a Windows desktop application interface. Users are instantly familiar with its look and feel, decreasing training time and increasing productivity. And since it resides on the local computer, the processing power and local resources of that computer are taken advantage of to provide a much more responsive and enjoyable user experience.

FOR MORE INFORMATION ON MRSWARE AND HOW MRSWARE CAN ADDRESS YOUR CRM ISSUES, VISIT WWW.MRSWARE.COM, E-MAIL US AT SALES@EYOND.NET, OR CALL EYOND DIRECTLY AT 866-795-8386 x1 FOR SALES.