

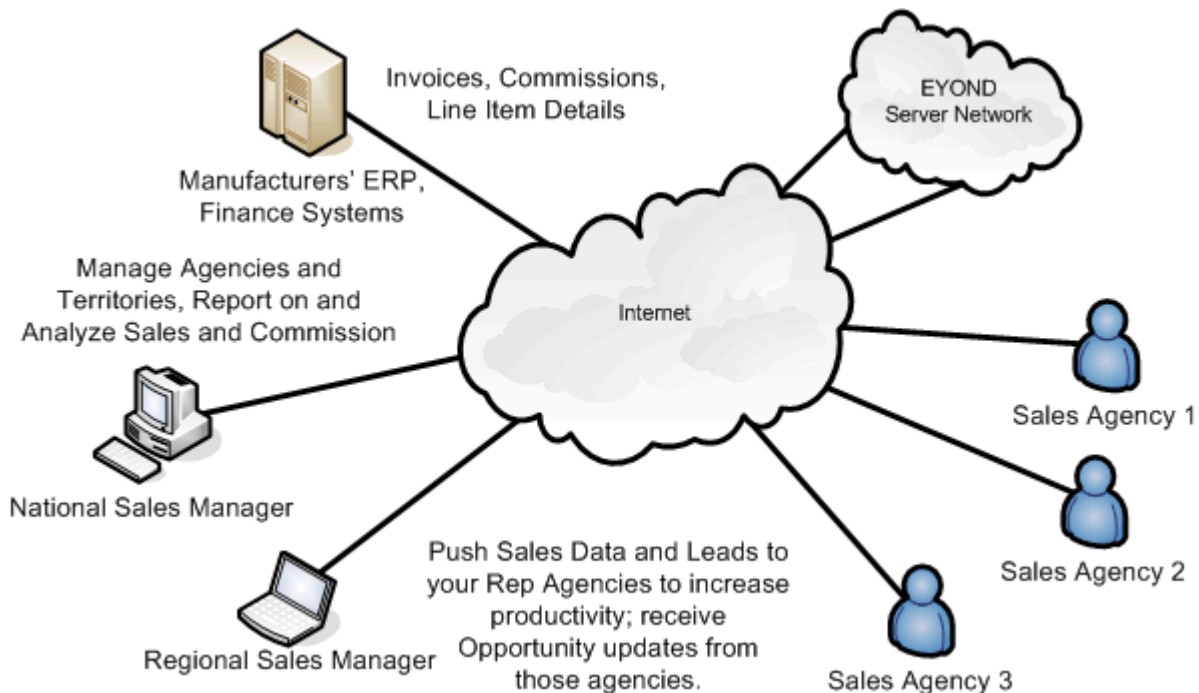
## Sales Force Automation (SFA) for Manufacturers

If you are a professional sales organization, then you are in the right place to find out how MRSWARE can help manage your independent sales agencies, track leads and opportunities, and bring your sales team together onto one platform from wherever they are via the Internet.

### What are the major challenges facing any company putting forth a sales force?

One of these challenges is coordinating and managing a dynamic, independent sales force, as is tracking new business deals, bids, quotes and leads. How do you efficiently manage your independent manufacturers' representative sales force? How do you get updates and encourage regular communications with these sales reps? How do you keep your sales team all on the same page?

MRSWARE is a solution for keeping in touch and facilitating communications and coordination with independent sales agencies and within your own company's sales and marketing departments, regardless of where they are physically located. MRSWARE can be accessed via the Internet from any location. All information in MRSWARE is live and up-to-date (when any user enters information, it is immediately available to all other users).



### Remotely Connected Users

Each user logs into the system and is presented with their view of the company data. Full permission control allows administrators to restrict access to functions and data as appropriate for each individual user – managers can see their performance and the numbers and

activities of sales reps reporting to them, updating their sales leads and call reports.

### Familiar Look and Feel, with Power to Spare

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.

#### Coordinated Customer Relationship Management

A shared customer database is more than just having the address or phone number of a customer when you need it (regardless of whether the sales rep or manager for that account is available), it is also making available all the notes, comments, call reports, and communications that are associated with that customer. If a sales rep or manager in the field needs to know what has been going on with a customer, he can review the notes left by the inside sales or customer service representative. Likewise, if an important piece of information needs to be available to the customer service rep, the sales rep or manager can note this on the account, making that piece of information accessible to everyone.

A complete CRM solution need not rely on outside pieces to complete it... MRSWARE includes all the features you need to keep everyone informed and updated: Calendars, Appointments, Tasks, Journals, Call Reports.

#### E-Mail, Fax and the Unified Inbox

Customer communication is so prevalently done through e-mail these days, any system that doesn't include e-mail is surely missing a large piece of the communications taking place. MRSWARE includes full e-mail integration and tracking by customer, right along side other system information like tasks, appointments, and journal entries. Additionally, MRSWARE can be set up to receive your faxes for access from wherever you log in.

#### File Share

Establish a document management system with MRSWARE. Create and share key company documents for multi-user collaboration, allowing access to important files whether in or out of the office.

#### Opportunity Tracking

Manage and maintain a sales funnel that is accessible by both the sales rep and sales manager. Forecast revenues, track bids, quotes, deal details, and position in the sales process. Promote team selling through greater visibility into deals in the pipeline.

#### Campaign Management

Set up and track sales and marketing campaigns to determine where time and effort is best spent. Track prospects, leads, revenues, and expenses versus goals and budgets.

#### Sales and Commission Tracking

Provide detailed views of invoices, sales, and commission numbers to sales management. Show your sales reps the past performance of accounts to help in forecasting sales, quota setting and performance. Break down sales by top-down customers, products, territories, and geographies.

#### Commission Payment Tracking

Management can track sales force cost structures and payouts. Permissions allow for viewing commissions or not.

#### Reporting and Analytics

With powerful tools like Data Analysis as well as standard reports and integration with Excel, MRSWARE provides advanced and easy to use tools for reviewing sales and commission data by rep, territory, geography, month, year, product, and much more. Isolate the sales, customers, and products you are interested in for precision reporting, tracking, and forecasting.

#### Powerful Integration with ERP, Financial, and Other Systems

User tools allow for importing of data from financial systems, contact management applications, and many other sources using standard formats. EYOND is also experienced in helping manufacturers' IT organizations in integrating MRSWARE with ERP and other systems. Bring your company data into MRSWARE to get a complete customer picture and enable easy reporting in the field.

For more information on how MRSWARE can address your sales force issues, contact us at [sales@EYOND.net](mailto:sales@EYOND.net) or 866-795-8386 x1 or visit our website [www.MRSWARE.com](http://www.MRSWARE.com).

### Companion Services for MRSSWARE Users

MRSSWARE Minutes™ - transcription service for CRM compliance

MRSSWARE Mobile™ - wireless synchronization service for PDA and Smartphone users

Increase efficiencies and productivity; make your activity reporting easier; increase compliance which will ultimately increase your collaboration between inside and outside teams.

### MRSSWARE Minutes

An optional transcription service available to all MRSSWARE users, but particularly designed to assist the in-the-field sales team in call reporting. The sales manager/rep can, throughout the day, call in and leave messages when the sales call is freshest in mind. Those calls will be transcribed, on their behalf, into the appropriate places in MRSSWARE. Enter call reports, notes, follow-up items, scheduled appointments and expenses all via the phone from wherever you are.

Managers - MRSSWARE Minutes provides you with

- More details of activities from your sales team
- Quicker access to information from daily activities
- Better insight into the company's productivity
- Company retention of customer activities
- Printed reports showing details of activities

Sales reps – MRSSWARE Minutes provides you with

- Ability to add more detail to your reports for future reference
- Easy follow up by assigning tasks to support staff
- Improved productivity by freeing time from clerical duties

### MRSSWARE Mobile

An optional wireless synchronization service available to all MRSSWARE users, but particularly designed to assist the in-the-field sales team with their efficiencies and productivity. The sales manager/rep can, throughout the day, wirelessly synchronize any updates that were made by their customer service reps or by themselves while on the road.

Users will be able to synchronize Contacts, Calendars, Tasks and Journals, in either direction, with MRSSWARE.

Managers – MRSSWARE Mobile provides you with

- Up-to-date database information from your reps in the field
- More details of activities from your sales team
- Better insight into your company's productivity
- A customer history database that the company retains

Sales reps – MRSSWARE Mobile provides you with

- Ability to easily update company/contact database
- Access to your current calendar and ability to schedule new appointments while in the field
- Access to your current to do list and ability to enter new tasks while in the field
- Ability to enter notes from your sales activities
- Increased efficiencies – enter information once and then synchronize
- Increased productivity by having more information available to you while in the field

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