



StayinFront **CRM 12**



The right CRM tools to sell more and manage better

An all-new version of StayinFront's flagship product, StayinFront CRM 12, arms sales reps and managers with the right tools to help solve business challenges, improve sales effectiveness and increase productivity. New features in StayinFront CRM 12 add depth and efficiency aimed at increasing sales success while boosting manager performance.

StayinFront CRM 12 provides significant new features such as a Key Performance Indicator (KPI) engine and Windows® integrated searching, which deliver class-leading user productivity and exceptional CRM benefits.

Many CRM tools have integrated analytics, but only StayinFront CRM has a powerful analytics engine built right into the system. This translates into quick, seamless and effortless functioning, allowing CRM Analytics to become an integral part of your sales and marketing processes.

Whether printing a quick report, profiling and detailing prospects and existing customers, or collaborating with the sales team, StayinFront CRM 12 enables you to retrieve valuable information out of the system when you need it.

StayinFront CRM 12 provides the right tools to help you sell more and manage better.

Benefits of CRM 12

- Collaboration enhanced among teams through easy document sharing
- User-defined KPIs with full history and tracking available system-wide
- Easy coordination of schedules, meetings and calendars through seamless integration between Microsoft® Outlook® and CRM
- Search simultaneously across your CRM system, email and hard drive

Key Features

- Enhanced Microsoft® Outlook® Integration
- Key Performance Indicators (KPI Engine)
- Configurable Dashboards
- Full CRM Keyword Search
- Document Integration

Enhanced Microsoft® Outlook® Integration

StayinFront CRM 12 provides a seamless integration between Microsoft Outlook and StayinFront CRM. Instead of replicating data, appointments in either system are available as "one view". Outlook appointments display in the CRM calendar; likewise, CRM appointments display in the Outlook calendar.

Outlook emails are stored easily into the CRM call history while emails are created and sent from inside StayinFront CRM. The StayinFront CRM Outlook sidebar allows users to see critical CRM information pertaining to email senders and recipients right inside Outlook, as they are browsing their email.

SELL MORE

As a Team ...

Using CRM 12 as a central repository, documents can be shared, enhancing team collaboration

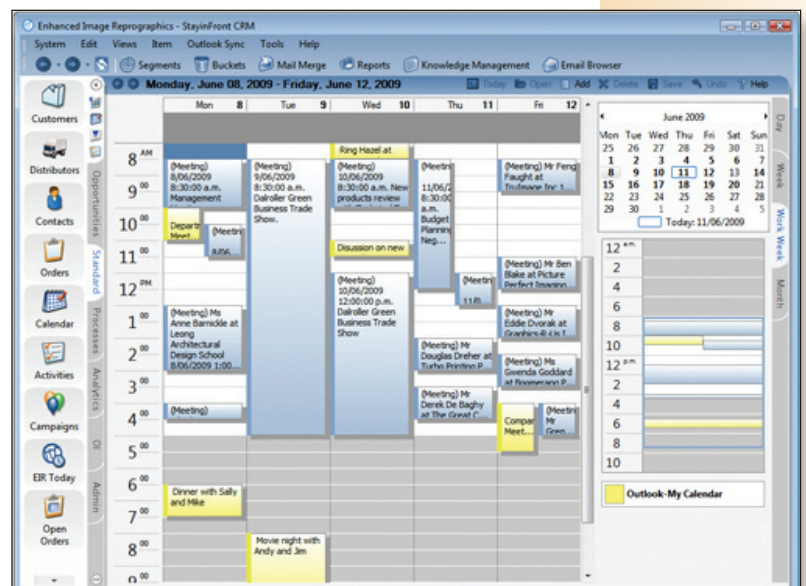
Appointments in CRM 12 and Outlook are available as "one view," making scheduling meetings easy

As an Individual...

Office productivity tools such as Microsoft Office® work seamlessly with CRM 12

A single Windows® search enables retrieval of valuable information from multiple sources including your hard drive, email and the CRM database

Integrating email and documents into CRM 12 makes it a rich source of customer data



Key Performance Indicators (KPI Engine)

Key Performance Indicators, or KPIs, help organizations evaluate their progress and strategize how to reach their long-term goals. They are an excellent performance management tool, giving everyone in the organization a clear picture of what is important.

StayinFront CRM 12 is the first CRM system to incorporate a KPI Engine, which allows you to easily define your own KPIs, track them over time, then action trends and results.

KPIs are displayed using colorful graphic visualizations, showing quantifiable measurements addressing engagements, service and satisfaction.

KPIs in CRM 12 can be used throughout the system, including on grids, forms and reports. KPIs are also used to segment and filter different views ... another StayinFront CRM advantage.

Additional Features of CRM 12 KPIs

- History tracked and trended
- Automatically calculated
- Targets can be set, managed and changed
- When linked to workflow, can trigger both automatic and manual tasks
- KPIs can be displayed as dials, tachometers and other visually captivating graphics.

Configurable Dashboards

With StayinFront CRM 12, dashboard definitions can be dynamically modified and deployed. Users create and share their own dashboards, choosing from a variety of dashboard components using drag and drop. Summaries, KPIs, analytic views, and external web pages are all included on dashboards, making StayinFront CRM 12 completely adaptable to the way you work.

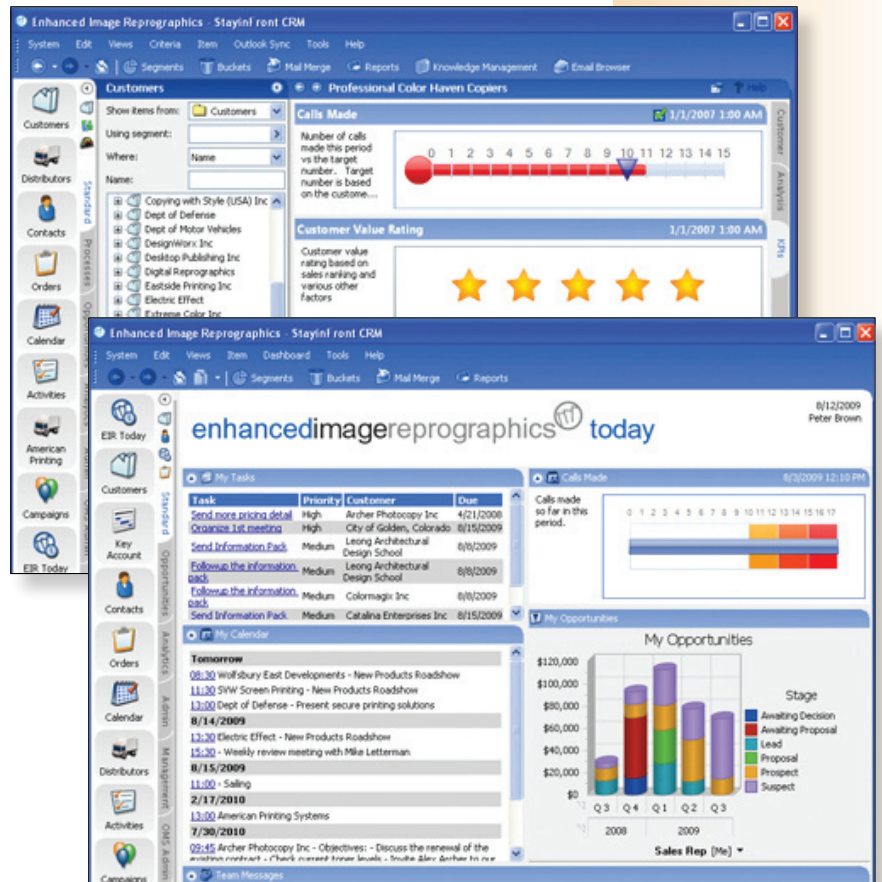
New Full CRM Keyword Search

With StayinFront CRM 12, any piece of CRM information is found quickly using keywords. Integrated with Windows search under Vista® and Windows 7, users can search hard drive, email, and CRM simultaneously. Search results are returned in order of relevance rank, so what you are looking for will most likely be listed first. StayinFront CRM 12 can also be integrated with most popular Enterprise Search Engines.

Document Integration

StayinFront CRM 12 makes it easy to view, manage and share documents. Documents can be opened inside CRM 12 and indexed by a keyword search. With the same ease and simplicity with which Windows® operates, a user can drag and drop documents to and from CRM 12. With Document Integration, you obtain a complete view of your customer – right at your fingertips.

The right CRM tools to sell more and manage better



MANAGE BETTER

Define and track KPIs for business units, sales reps and customers, providing meaningful insights for future sales strategies

Set KPI targets to initiate both automatic and manual workflow tasks

Trends in KPIs can be analyzed and acted upon quickly

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