

Application Hosting Service

A hassle-free, anywhere, anytime Web based CRM software service

With the advent of Internet, a strong trend is emerging to provide an application hosting service, which outsources certain information systems tasks. The trend has begun with ERP type applications and now covers CRM and other applications, such as human resource, accounting, email and other Internet related services.

Tariva (Littleton, MA) has formed a business division, Tariva.com, with a mission to offer an application hosting service to small and mid sized companies. This service will be centered on Tariva's Internet-based customer relationship management (iCRM) product. Over time, Tariva will integrate its CRM with complementary application packages, such as other front office automation, ERP and accounting. It will have definite business benefits to a small/mid size company of not only saving costs but more importantly, eliminating issues relative to maintaining an in-house system, such as system administration, network administration, etc.

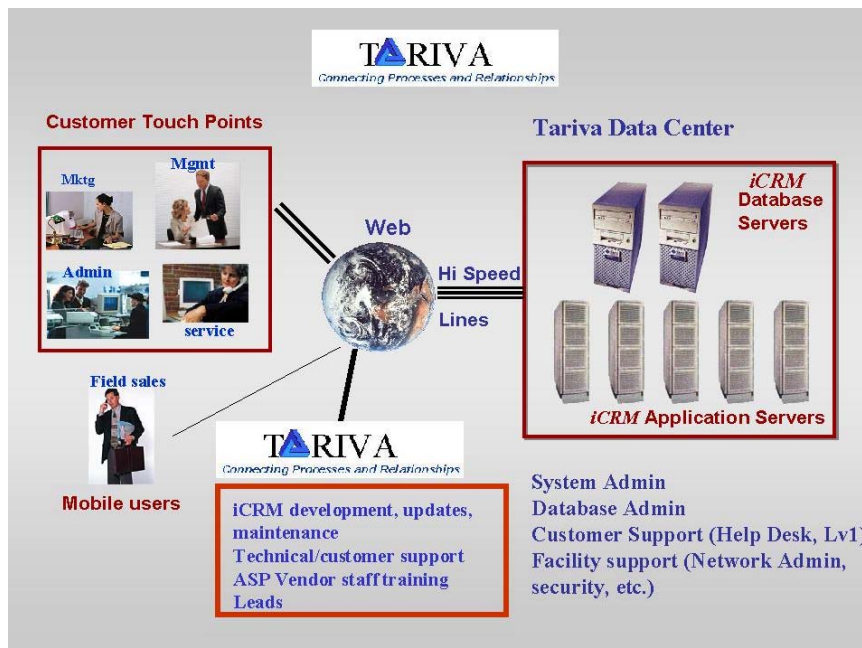
Tariva will house servers for application and database accessible through the Internet. A Tariva client user with a notebook, laptop or a desktop can access the server (host) using a standard Internet service. Each company will have its own database and its own application running on Tariva hosts.

Appropriate security measures are incorporated into the application, database and the host so that each company's data will be fully protected.. Application hosting is priced on a subscription basis per user/per month charge. Unlimited telephone support is available during business hours. Tariva offers other services to its clients, including training, customization and any on-site support.

Tariva offers state-of-the-art solutions to enhance customer relationship management. Information Technology is rapidly changing the way we do business, now and well into the next century.

Today's business clients, from consumer goods to industrial products, will demand products and services that meet their own unique requirements, delivered when they want and where they want.

Tariva's *iCRM* is a Customer Relationship Management application suite for any size company. It provides the environment and tools to create and evolve a customer-centric database. The applications support integrated processes that allow customer-focused organizations to retain and grow their customer base.



iCRM offers a function rich capability to a wide range of users in Sales, Marketing, Customer Service and Management including:

Inside Sales Features

- ✓ Account, Contact and Opportunity Management
- ✓ Team/Committee Organization
- ✓ Forecasting
- ✓ Quote and Order Processing
- ✓ Marketing Encyclopedia
- ✓ Internet/Intranet
- ✓ Account Reviews
- ✓ Literature, Correspondence and Activity Scheduling

Field Sales Features

- ✓ Data Synchronization
- ✓ Multi-Tier Forecasting
- ✓ Corporate Account Information
- ✓ Organizational Structuring
- ✓ To-Do's and Scheduling
- ✓ Marketing and Competitive Information

Telemarketing Features

- ✓ Call and Activity Lists
- ✓ Campaigns
- ✓ Lead Management
- ✓ Scheduling
- ✓ Lead Source and Activity Tracking

Marketing Features

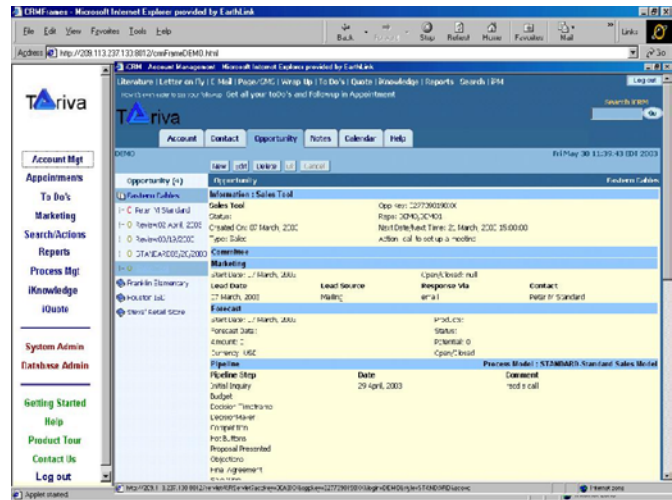
- ✓ Customer Profiling
- ✓ Marketing Campaigns
- ✓ Literature Fulfillment
 - ✓ Daily, Cycled & Repeat Mailing
 - ✓ Document History
- ✓ Lead Source Tracking
- ✓ Product and Service Management
- ✓ Meeting and Function Planning

Customer Service Features

- ✓ Sales and Customer Service Communication
- ✓ Customer Inquiries and Resolution
- ✓ Link to Billing and Account Systems
- ✓ Call Escalation, Tracking and Scheduling
- ✓ Team/Committee Organization

Management Features

- ✓ Corporate Reporting
 - ✓ Roll-up Forecasting
 - ✓ Product, Rep and Territory Sales
 - ✓ Leads Management
 - ✓ Process Management
- ✓ Account Reviews
- ✓ Product and Service Analysis



iCRM Modules

The *iCRM*, Internet based customer relationship management application consists of the following modules:

- ✓ **iQuote™** for quotation and input to order entry system
- ✓ **AutoMove™** Data Synchronization Module
- ✓ **ipModeler™**, Intelligent Process Modeler Module
- ✓ **iKnowledge™** for creating and sharing documents and knowledge

**Call 978-952-7340 or
visit our web site at
www.Tariva.com
for additional information.**