

Internet-Based Customer Relationship Management

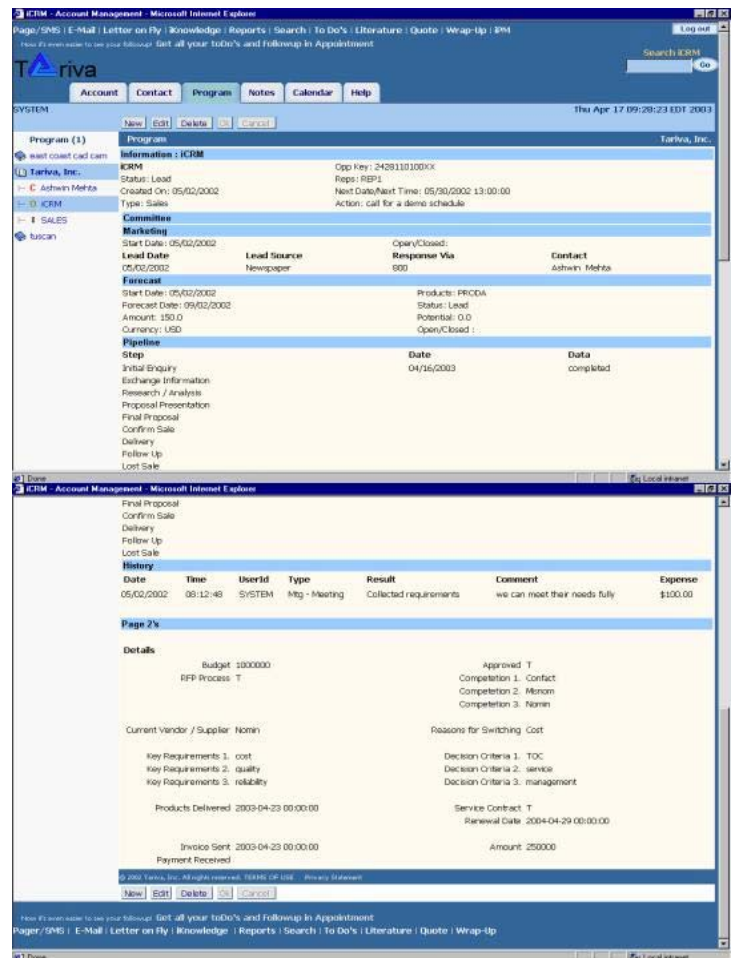
Tariva, Inc. offers state-of-the-art solutions to enhance customer relationship management (*iCRM*) for any size and any type organizations. Information Technology is rapidly changing the way we do business, now and well into the future. Business clients, from consumer goods to industrial products to all services, will demand products and services that meet their own unique requirements, delivered when they want and where they want.

Information technologies allow the vendors to satisfy these demands more readily...just in time. For example, one-to-one marketing, interactive selling, web-based selling, servicing and buying are made possible because of the technology. This technology pace will continue as the true global markets emerge, and inter-relationships between customers and vendors expand.

The role of information technology in managing effective customer relationship is critical regardless of:

- ▲ Whether it is a manufacturing company, or a financial services institute, Health Care provider, or a Government agency,
- ▲ Whether the customer is a business, or a patient in a hospital, an investor or a consumer,
- ▲ Whether the company uses direct marketing, direct selling, indirect selling using business partners such as OEM, VARs, distributors, or a Web-based marketing and selling.

Tariva's *iCRM* is a Customer Relationship Management application suite for any size company. It provides an environment and tools to create and evolve a customer-focused database. It offers a rich set of transactional and productivity tools to management life



cycle interactions with your clients. The applications support integrated processes that allow customer-oriented organizations to retain and grow their customer base.

Tariva, Inc. is a leader in eBusiness solutions connecting processes and relationships. Its products and services include:

**iCRM for customer relationship
iSafeGuard for physical security
management
Technology Development and
Project Services**

**Call for more information
(978) 952 7340
or send an email: info@tariva.com**

iCRM™ Product Features Business Features

Business Process Modeling

Basic Pipeline management
Process Modeler (detailed steps within a process)
Action Triggers based on process conditions (e.g. email, tasks, etc.)
Multiple Processes Definition
Knowledge Database

Account Management

Account information
Outstanding and historical activities
Order entry
Order history
Lead tracking
Sales contract generation
Sales cycle analysis
Parent Relationship
Document
Attachments

Contact

Management

Contact profile
Contact history
Third Party Contacts

Sales Force Management

Territory alignment/assignment
Activity reporting
Automatic roll-up
Special events tracking
Sales forecasts
Multi product support

Sales Team support

Quotation Management

Price/Parts catalog
Product/Kit Assembly
Discounts

Notes

Transaction log (time stamp)

Telemarketing/Telesales

Call list assembly
Auto-dialing
Scripting
Call planning

Customer Service

Incident assignment
Incident escalation
Incident tracking
Incident reporting
Order status and tracking

Marketing

Campaign management
Opportunity management
Marketing (media) encyclopedia
Electronic lead generation
Competitive information
Letter writing capabilities
Mail merge

Process Tool --- ipModeler

New

Previously Defined

Process work screen

ipModeler enables a user to capture data, view data, access data, set triggers and events. It can be as detailed a process as a customer desires
Fully customer definable

Shipment/Invoicing
Order Entry

Label creation

Time Management Tools

Week/Month/Year Calendar
Single user scheduling
Group (multi-user) scheduling
To-do lists
Tickler/alarm
Electronic mail
Faxes/modem

Executive Information

Pre-defined queries
Ad hoc query generator
SQL generator/capability
Forecasting/planning tools
Graphical or statistical modeling tools
Pre-defined reports
User-defined reporting

Technical Features

- Extranet support
- Customer self servicing
- A single view to other business apps from iCRM over the Web
- WINDOWS 95, NT, Linux/UNIX, Palm OS
- Three-tier Software architecture
- Unlimited Scalability
- Direct integration with other systems
- Java software programming languages used for development
- Customization toolkit available
- Oracle, SQL Server, Access and Ingres Database servers support
- Data synchronization
- Thin-client support
- Seamless integration of third-party Applications
- Security feature