

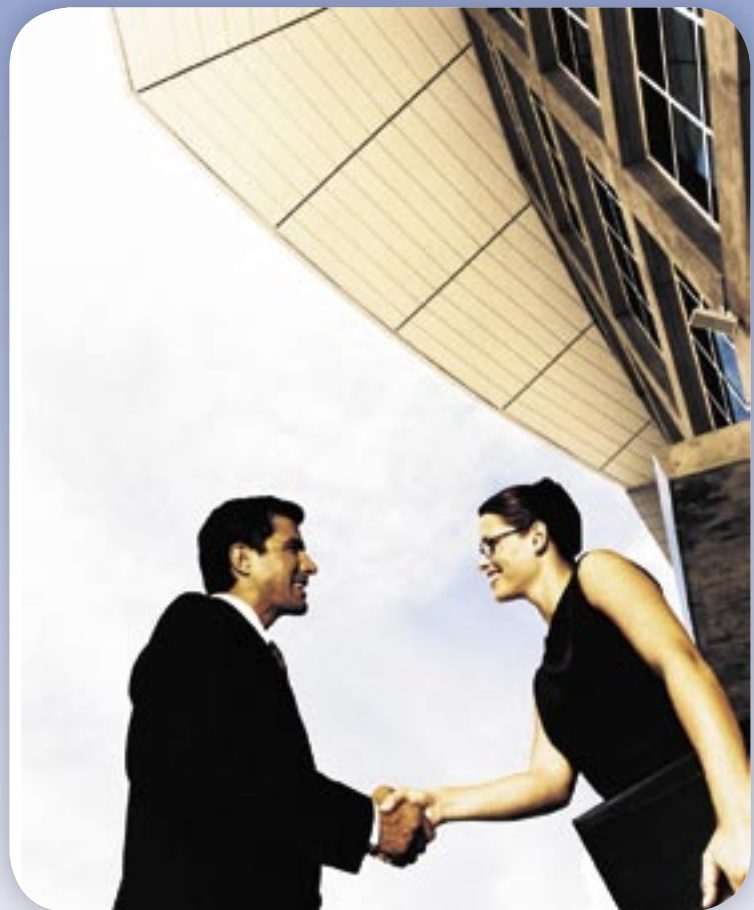


HANSAWORLD
ENTERPRISE

Customer Relationship Management

*Manage customer
relationships and the
efficiency of your sales staff.*

Customer Relationship
Management (CRM) integrated with
sales, accounting and e-business.



www.hansaworld.com

If you have a group of employees (or subcontractors) who you need to schedule in advance, then multiple diaries can be viewed simultaneously from HansaWorld's Resource Planning module. You can create multiple views of who appears on which screen (by office, region, project etc), and you can drag and drop bookings between people (which reassigns who will be performing work). As with the Calendar, double-clicking on an entry in the Resource Planning module drills down to the underlying Activity, allowing review and editing.

Activities can be allocated at any time against Projects, with Items also associated with the work - this allows information to be stored on rates, type of work and the like. When Activities are marked as done, these can post time directly to Job Costing, without the need for separate timesheets.

Workflow and To Do Lists

Each person has a To Do list made up of Activities marked as To Dos. This allows genuine groupware functionality, since users can view the To Dos for other people (for example when they are off sick). Each To Do list can be filtered on multiple criteria, to allow you to work only with the tasks that are relevant: for example, you can run through your phone calls, or your Priority 1 tasks, or everything you need to do for a specific customer. To Dos are viewed from a central Task Manager, and drilldown is available to allow the user to open the underlying Activity.

Activities can be connected to any other record in HansaWorld using the Paperclip (see HansaWorld and Design for more details). As a result Activities become the triggers for doing anything within HansaWorld: credit controllers can use Activities linked to Invoices to remind them what excuses a customer has already given, warehouse staff can use Activities linked to Picking Notes to include packing information, designers can use Activities linked to Projects for all the non-numeric Job Bag details. Reporting and cross-referencing links in HansaWorld allow any user to see the full picture.

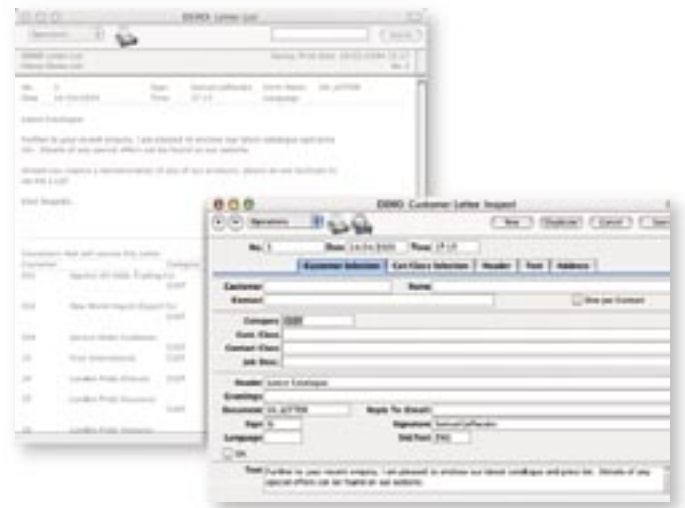
Activities can be automatically generated as a result of sending a letter, quote or entering into a contract. Thus, for any customer, a complete history of transactions and communications is instantly viewable on screen including what has been done and what is yet to be done. True workflow management can be achieved as a result of the feature allowing Activities to be automatically generated as a result of completing other Activities with a specified code - for example, entering a credit control Activity as completed with a "Cheque is in the Post" result might automatically create another Activity in three days time to check the post and chase again if not received.

Letters and Mailings

HansaWorld allows you to create standard or ad-hoc letters, which can be printed for individual or selections of customers, or prospects. Each letter gives you control of the greeting (Dear Sir/Madam, Dear Jim and the like) and heading. In addition, you can create paragraphs of standard text, and bring them in to any standard letter with a single code.

The letter list will show the proposed recipients of a mailing before you proceed, allowing you to change your selection criteria. As well as creating printed mailshots, the Customer Letter functionality can be used to send out email and fax shots to selected groups of customers/prospects/suppliers etc.

Reports and batch routines can be used to improve targeted mailshots. For example, use the Who has bought/not bought report to find customers who have bought (or not bought) a particular item within a given date range, and run mail campaigns with this information to offer upgrades or cross-selling of other products.



HansaWorld CRM for All Companies

HansaWorld CRM is suitable for all businesses. Businesses which can benefit greatly from CRM include call centres and telemarketing companies

Customer Relationship Management

All in one

With HansaWorld software, your front office and back office are totally integrated so that they function as a single, powerful tool for all employees. There are more than 45 fully featured modules covering the key business areas of most organisations, allowing you to concentrate your data in one database. Having a single datafile improves the consistency of your data, and lowers the total cost of ownership by reducing the cost of upgrading. Users can choose to run the HansaWorld client software on any Windows operating system, from 2000 to XP, Pocket PC, Mac OS X and even Linux GUI solutions. The HansaWorld server can be run on Windows XP and 2003, Mac OS X, Linux, Unix and IBM OS/400. The preferred hardware for servers is an IBM eServer (xSeries, pSeries, iSeries or zSeries) or xServe (or G4 in smaller installations).

With the HansaWorld Portal and e-business solutions, you can extend the community of users beyond your own employees, by giving customers, prospects and other partners carefully controlled access to data via a web browser.

Contact your partner

To learn more about HansaWorld ERP and CRM solutions contact your local HansaWorld office or distributor or a Certified HansaWorld Business Partner. HansaWorld offices and/or distributors are located throughout Europe, South America, South Africa and the Middle East. A list of HansaWorld offices and distributors can be found at the Country link on our website, www.hansaworld.com. Details about local Certified HansaWorld Business Partners can be found at the Countries link at www.hansaworld.com.

Company profile

HansaWorld is a major international software company specialising in business applications. The group has 130 employees in offices in Europe, South America and South Africa. Distributors are also found in Europe, South America and the Middle East.

HansaWorld's advanced and successful user interface was first developed for Apple Macintosh in 1988. In 1994, when the program was ported to Windows, it had already been proved by thousands of users. HansaWorld's experience with international sales and modern technology puts it in the perfect position to meet the challenges of the next decade.

HansaWorld provides a wide range of technologies for e-business including internal and external e-mail, several webshop solutions and PDA support. In addition, HansaWorld can help to build a corporate portal. HansaWorld is developed using C++ as its programming language, and proprietary technology for database design and for network communication.

This allows HansaWorld to have the same products available for several different operating systems, each version optimised for maximum performance. Currently HansaWorld is available for Windows 2000-XP, including Windows CE, Mac OS X and Unix, including Linux and OS/400. HansaWorld is IBM eServer proven, running on xSeries, pSeries, iSeries and zSeries.

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