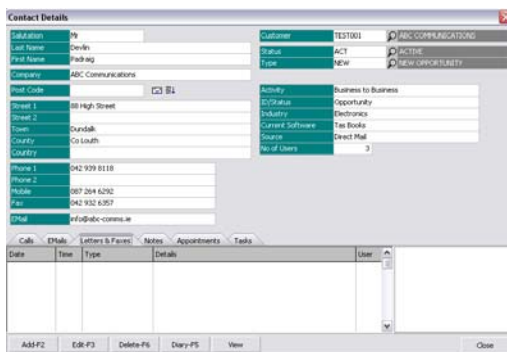


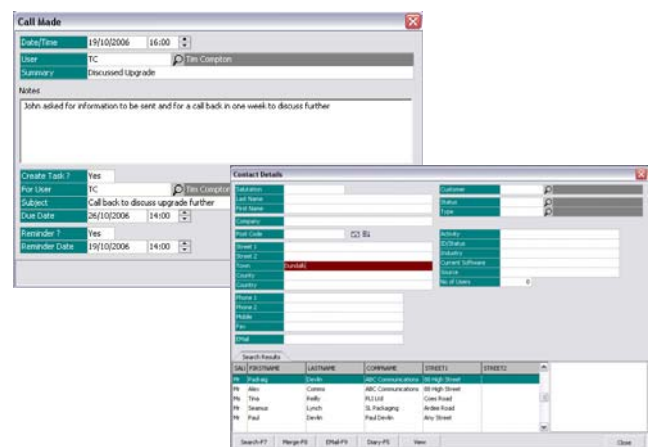
Customer Relationship Manager (CRM) means different things to different people and organisations. Dedicated CRM software packages such as Goldmine, ACT and Prospectsoft provide organisations with the tools to manage a wide range of CRM activities.

In Intact, we have developed an easy to use and customer friendly CRM module which allows organisations and individuals to record all correspondence, communication and relevant information for both potential customers and existing ones.

| Date | Time | Type | Details | User |
|------|------|------|---------|------|
| | | | | |

| | |
|------------------|----------------------|
| Activity | Business to Business |
| ID/Status | Opportunity |
| Industry | Electronics |
| Current Software | Tas Books |
| Source | Direct Mail |
| No of Users | 3 |



| Call Log | LASTNAME | COMPNAME | CONTACT | CONTACT |
|------------|----------|--------------------|----------------|----------------|
| 19/10/2006 | 16:00 | ABC Communications | 18 High Street | 18 High Street |
| 19/10/2006 | 14:00 | ABC Communications | 18 High Street | 18 High Street |
| 19/10/2006 | 14:00 | ABC Communications | 18 High Street | 18 High Street |

Whether you have sent an email, received a letter, created a task or scheduled a meeting, Intact CRM module will record all correspondence and communications.

When dealing with potential customers and existing users, any company wanting to use the CRM module would require varying information depending on their business. Within the CRM module, Intact has developed up to 12 'User Defined Fields' that can capture the necessary information and display it on the main 'Contact Details Screen'.

A common theme to contact activity records is their integration with Intact's 'Task Manager' module, by which a task can be assigned to a user and attached to a contact within the CRM.

By answering 'yes' to create task, a task will be added for the current user on the due date specified and also added to the contact's task history list.

The real power of a CRM system lies in the ability to query groups of contacts for targeted marketing campaigns. Intact Software have developed a query-by-example utility to achieve this in Intact.

By using the Intact 'query-by-example' utility, mail merges or email broadcasts can be performed.

When an email broadcast or mail merge is carried out an entry is added into each contact's activity list under the appropriate section.

