

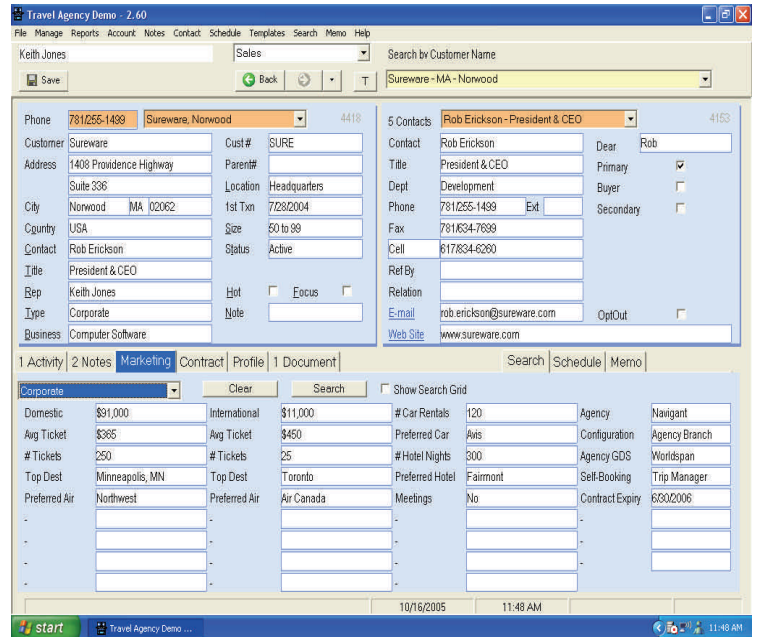
SureWare Sales Manager — CRM for Corporate Travel

Solution:

Agencies need better tools for managing their most valuable business asset – their customer list. This **easy-to-use customer CRM solution** significantly improves the productivity of account management and sales staff by consolidating and enriching customer profiles across your organization. In addition to basic contact and activity information, the system manages marketing, contract, personal profile information and documents to provide a more complete and accurate view of your customers, prospects and key contacts.

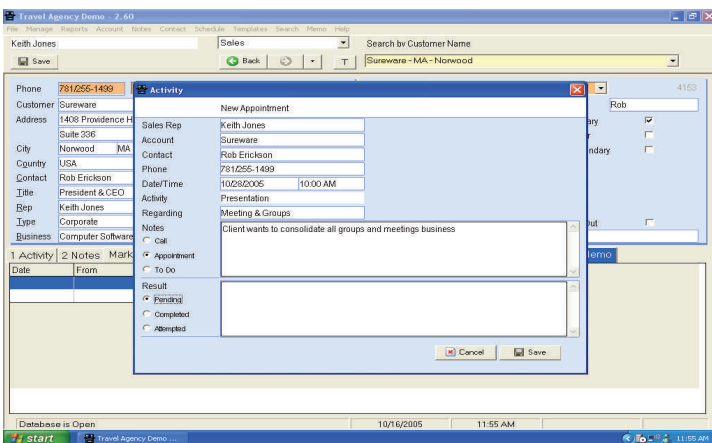
Proven Benefits:

- ◇ Improve productivity
 - Common service platform for all staff
 - Customer information at your fingertips
 - Allows collaboration with sales teams
- ◇ Strengthen customer relationships
 - History of service activities on all customers
 - “One-stop” access for info and updates
- ◇ Increase sales performance
 - Strong tools to manage sales initiatives
 - Baseline for measuring sales effectiveness



Key Features:


- ◇ Easy-to-use interface for all users
 - Tools for easy tracking of client “touches”
 - Segments client contacts by travel roles
 - Extensive and flexible data search tools
- ◇ Centralized database of customer information
 - Integrates with GDS/travel profiles
 - Tools to manage supplier contracts
 - Platform to capture special services data
- ◇ Marketing campaign tools
 - Marketing profiles that can be customized
 - Multiple options for defining email lists
 - Customizable document templates
- ◇ Complete hosted service with proven technology
 - No software licenses and maintenance
 - Integrated with Microsoft Office and Outlook
 - Connectivity to back office systems



“Improve the management of your most valuable asset ... Your customer list!”



Integrated Products

 Customer CRM	<p>The <i>SureWare Sales Manager</i> is an easy-to-use system which provides companies with the platform to proactively manage its key business asset – your customer list.</p>
Profile Management	<p>The <i>SureWare Profile Tracker</i> system provides a centralized database of traveler profiles, with the ability to connect and to seamlessly integrate with existing reservation systems.</p>
Back Office Service	<p>The <i>SureWare Back Office</i> is a completely integrated system for back office operations, providing accounting, business management and financial reporting systems.</p>
Travel Bureau	<p>The <i>SureWare Travel Bureau</i> is the service for fully hosting all of our product solutions, with emphasis on creating integration with existing and emerging industry technologies.</p>

A suite of travel products, expertly integrated and designed to create profile independence, reduce costs, provide real-time reporting and enhance account management.