

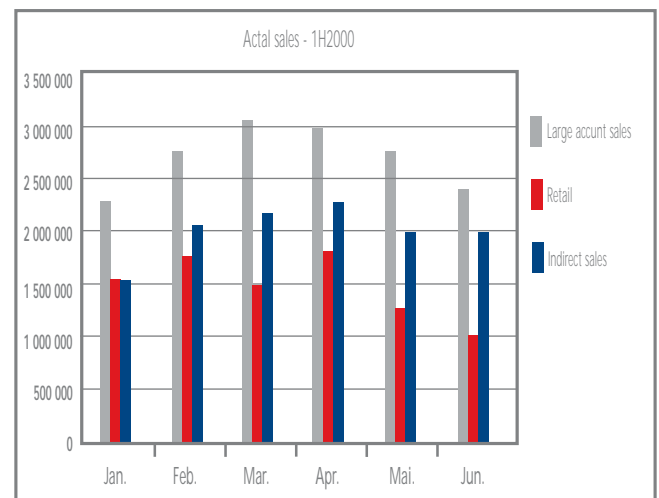
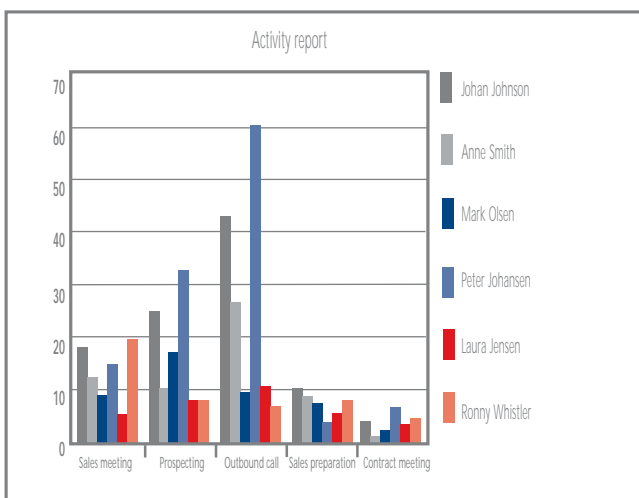
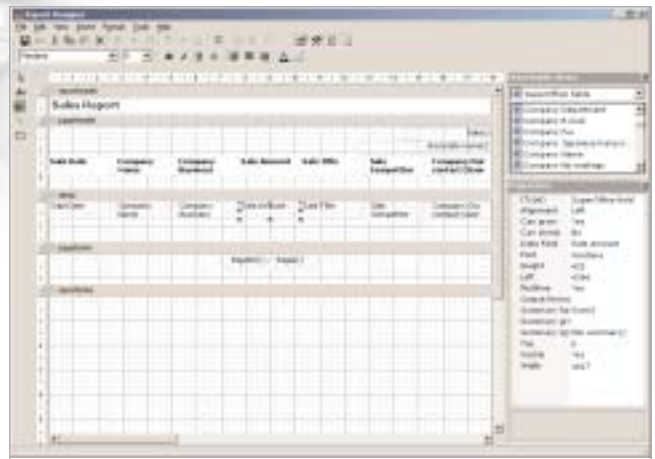
SuperOffice CRM 5

Reporter Studio

Enabling professional decision-making support and business intelligence based on the information held within SuperOffice CRM. A successful CRM solution is based on the fact that all employees within an organisation – independent of department or business area – all use the same system. This means daily entering of business critical information such as customer and prospect details, actual and forecasted sales, company documents, lead sources and any significant data relating to customer relationships.

CRM can be specified into 3 areas. Operational CRM, Collaborative CRM and Analytical CRM. SuperOffice has been designed from day one to support organisations in sharing information and effortless campaign management. With the Reporter Studio SuperOffice enters into the realm of Analytical CRM. By focusing on user-friendliness, SuperOffice provides its customers with solutions that are making a difference today. All our customers possess a SuperOffice database of great value – simply because it is extremely rich with business critical information. With SuperOffice CRM 5, SuperOffice has taken a major step towards providing customers with a professional reporting and business intelligence solution, which is based on the SuperOffice philosophy – ease of use. The solution is called Reporter Studio, and is sold as an additional application to SuperOffice CRM 5.

With Reporter Studio, no high-level knowledge is needed to create reports, listings and cross tables on the database. The Designer part of Reporter Studio gives you full flexibility in deciding the input and design of your report.



Reporter Studio supports almost any combination of information from the SuperOffice CRM 5 database, presented as lists, cross tables or graphically in Microsoft Excel. This flexibility gives your company a unique opportunity to measure, individual or company performance, activity levels, customer profitability, return on investment in marketing and more.

The process of defining the correct statements in order to get data from the SuperOffice relational database has been fully automated. Reports designed in the Reporter Studio can be published in the SuperOffice CRM 5 reporter. In this way SuperOffice users can run these custom made reports at anytime and from anywhere.

Below you will find a few examples of what Reporter Studio offers. We emphasise that these are just examples. To further investigate how Reporter Studio will meet your needs, please contact your local office.

Sales Forecasting

Manage your sales force with professional performance measurements on their actual and forecasted sales. Improve your sales cycle by reducing the time spent in the sales pipeline consequently elevating a prospect to a customer and achieving the goal. Study customer segment profitability. Are you losing sales? If so, CRM 5 and Reporter Studio will provide you with the tools to control and adjust accordingly.

Marketing

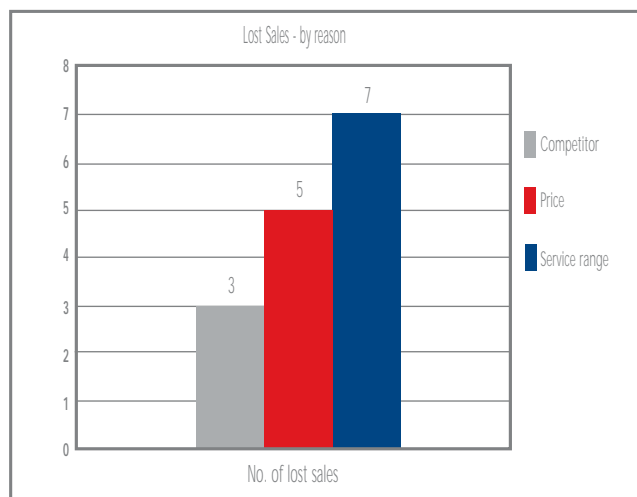
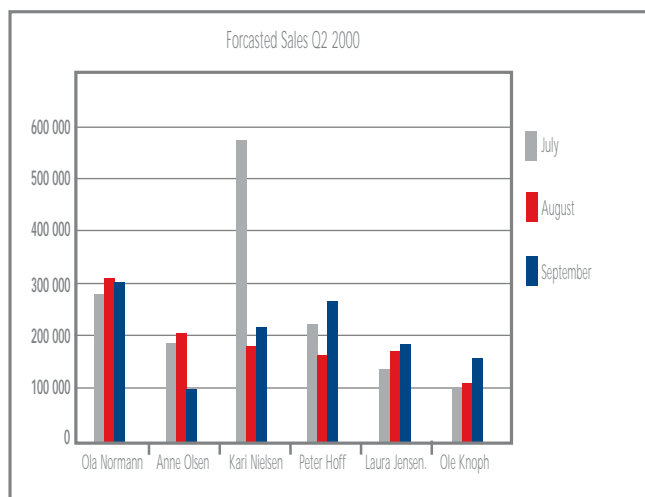
CRM 5 and Reporter Studio are powerful tools for the marketing team. Leads are registered based on lead source, providing a unique opportunity to measure the profitability on your marketing investments.

Services

Improving customer service is a key issue in most companies. With Reporter Studio you get transparent access, for example, the number of support calls you receive sorted against customer type. This in turn gives you all the information you need, to improve your serviceroutines.

Formats supported by Reporter Studio

- Text
- Numbers
- Currencies
- Percentages
- Cross-tables
- Graphical presentations in Microsoft Excel



Systems Requirements:

As SuperOffice CRM 5.

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