

Surado Small Business CRM has the power you need at a price you can afford!

Combining the core Surado CRM suite (Contact & Account Management, Sales Automation, Marketing Automation and Customer Service/Help Desk) with Integration for Exchange (for e-mail, contacts and tasks), the Surado Integration Module (for connecting to third-party databases or creating custom tables and screens) and Surado CRM Web (a web interface for remote user access to basic functionality), Surado Small Business CRM offers an unprecedented level of power and flexibility for small businesses looking to move beyond simple, under-powered single user and workgroup solutions.

	3 Users	5 Users	10 Users
Buy	\$1,995	\$2,995	\$4,995
Lease	\$85/mo	\$125/mo	\$205/mo

And because small businesses need a cost-effective solution that will meet growing needs, Surado Small Business offers affordable purchase and lease options, and can be upgraded to the full Surado CRM Enterprise edition when businesses grow beyond 10 users.

INCLUDES

- Surado CRM Suite:
 - Contact & Account Management
 - Sales Automation
 - Marketing Automation
 - Customer Service / Help Desk
- Surado Integration for Microsoft Exchange 200x
- Surado Integration Module
- Surado CRM Web

CONTACTS & ACCOUNTS

- Customizable Dashboards
- Workgroup Calendaring & Scheduling
- To-Do's List
- Integrated E-Mail and Fax
- Resource Scheduling
- Expense Tracking & Reporting
- Attach Documents
- Integration with Microsoft Office
- Synchronization with Palm™ PDAs
- Activity Timer
- Automated Business Triggers
- Project Management
- Knowledge Base
- Global Search
- Graphical Workflows
- Analytics & Reporting

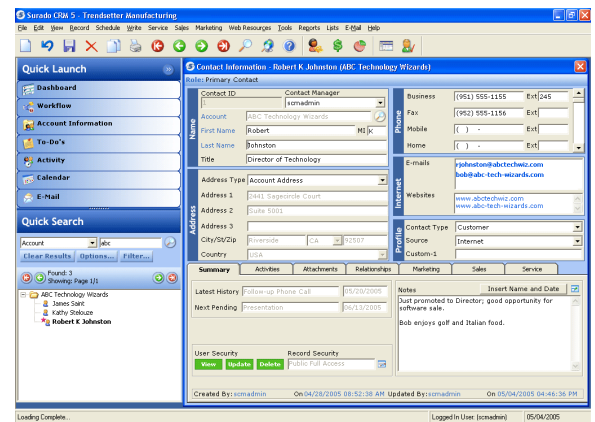
SALES AUTOMATION

- Opportunity Management
- Forecasting & Pipeline Analysis
- Sales Workflow Automation
- Lead Generation & Routing
- Team Selling & Management
- Dashboard Analytics
- Inventory & Quotes
- Competitor Intelligence
- Source Tracking
- Lookups & Groups
- Automated Business Triggers
- Productivity Analysis
- Sales Stage Tracking
- Partner Opportunity Management
- Win/Loss Analysis
- Literature Fulfillment
- Cross-sell and Up-sell Analysis
- Web Resources for Research
- Back-Office Integration
- Analytics & Reporting

Contact & Account Management

Record detailed information for customers and vendors, both at the company-level (Accounts) and for individuals (Contacts). Empower your representatives to provide a high level of customer service with a complete record of customer communications, including phone calls, e-mails, meetings and presentations. Easily review upcoming activities, sales opportunities, attached documents and integrated information from other databases, all from a comprehensive Main Contact Screen.

Surado Small Business CRM includes fully-integrated scheduling and task management to track both internal and customer activities, including multiple participants and resources, with pop-up reminders and customizable To-Do's and Calendars.



Sales Automation

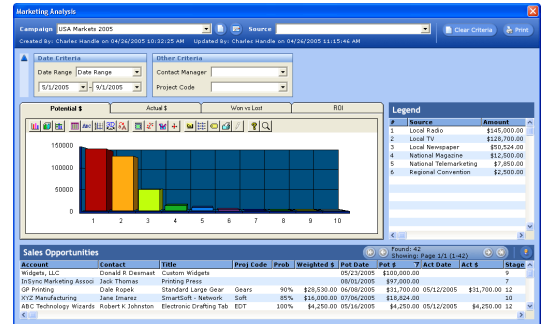
Manage customer accounts throughout the sales cycle. Capture and import leads, distribute them and create automated follow-up reminders for qualification. Track detailed opportunity information, including competitor information, and create customized sales stages, based on projects or product lines. Use the powerful Opportunity Management Sales Funnel to forecast future revenue, and target the most profitable accounts.



Surado Small Business CRM includes an integrated quoting system and fully-featured inventory and part management. Create quotes and print, e-mail or export them, or merge information into Microsoft Word or Excel.

Marketing Automation

Using Surado Small Business CRM's comprehensive marketing campaign tools, you can build lasting and profitable customer relationships by executing effective and timely campaigns over both traditional and electronic channels. Create targeted e-mail campaigns for automated execution and follow-up and use integrated data mining and contact grouping to optimize multi-channel marketing. Realize significant value and gain lasting competitive advantage through ROI analysis. Track the effectiveness of campaigns, comparing potential and actual responses and sales, and invest your marketing dollars more effectively.

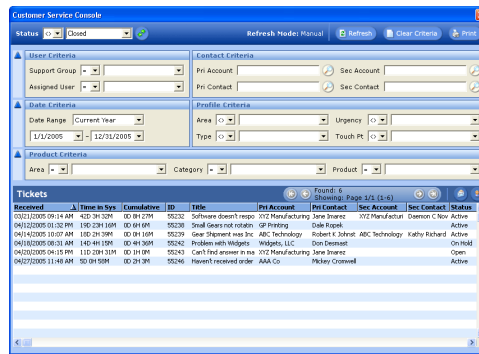


MARKETING AUTOMATION

- Campaign Management
- ROI Analysis
- Data Mining
- Capture Leads from the Internet
- Traditional Leads Importing
- Contact Group Management
- Letter Management

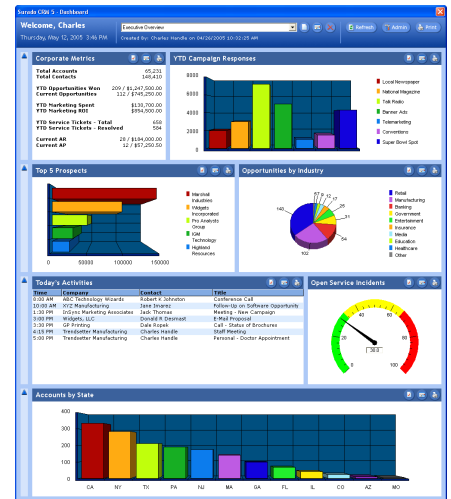
Customer Service / Help Desk

Empower your customer service, help desk or support staff, with an integrated system that not only tracks communications, but provides the comprehensive overview needed to improve customer satisfaction. Track inquiries and issues, build a knowledge base, create contracts and SLAs (Service Level Agreements), and track RMAs (Return Merchandise Authorizations) all directly in Surado Small Business CRM. Take advantage of advanced Business Intelligence features to build support rules that automate labor-intensive processes, such as routing and confirmation.



CUSTOMER SERVICE

- Open, Track & Resolve Support Incidents
- Unlimited Support Tickets Per Contact
- Quick View of Support Cycle
- Track Resolution Time & Costs
- Service Level Agreements (SLAs)
- Track Billing Information
- Complete Customer History
- Automatically Convert E-Mail into Tickets
- Return Merchandise Authorizations (RMAs)
- Support Process Automation
- Web-based Customer Self-Service
- Track Support Productivity
- Graphical Support Flashboard

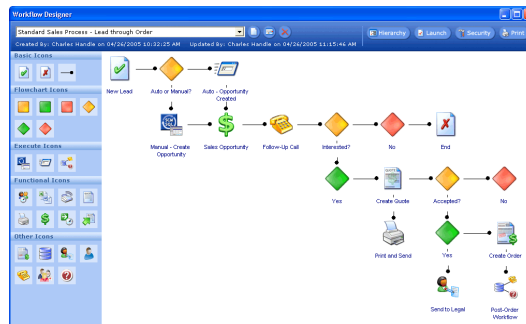


Dashboards

Surado Small Business CRM allows the creation of unlimited customized graphical dashboards that can include activity, sales, marketing, customer service and integrated data. Users at all levels can quickly view "snapshots" of critical data in a single comprehensive screen.

Dynamic Workflows

Managers can easily design graphical workflows to help ensure that processes are carried out consistently and efficiently. Users can then access these dynamic workflows to guide them through both customer inquiries and internal procedures. Workflow icons can launch windows and perform functions within Surado Small Business CRM and launch third-party applications.



Surado Integration For MS Exchange 200x

Support for Microsoft Outlook e-mail is built-in to Surado Small Business CRM. For those using Microsoft Exchange Server 2000 or 2003, the included Integration for Exchange module can automatically synchronize incoming and outgoing e-mail messages, contacts and tasks.

Surado Integration Module

The Surado Integration Module (SIM) allows users to view and manipulate data from SQL, Oracle, DB2 and Access databases directly in Surado Small Business CRM through Enterprise Application Integration (EAI). Administrators can also create stored procedures to automatically write Surado CRM data into other databases using Automatic Data Exchange (ADX). The Surado Integration Module can also be used to create custom tabs and screens as “front-end” interfaces for custom tables, allowing for unlimited “one-to-many” relationships.

Surado CRM Web

Surado CRM Web allows remote users to access basic Surado Small Business CRM functionality through a Web interface. In addition to creating and modifying contacts, users can manage activities (including To-Do's), sales opportunities (including the Opportunity Management Sales Funnel), quotes and customer service tickets.

Also Includes

- Product Installation Technical Support valid for 60 days from Purchase Date
- 1 yr Surado Small Business CRM Technical Support & Maintenance
- Access to Web Self-Service to Download Latest Service Packs/Revisions
- 12 Telephone/Web Self-Service Support Incidents
- System User and Admin Guides
- Major Functionality Tutorials

Surado Small Business CRM 5.0 supports up to a maximum of 10 concurrent users only. In order to have more than 10 users, you must upgrade to Surado CRM 5.0 which can support up to 10,000 concurrent users. Surado Small Business CRM 5.0 comes with core CRM functionality as well as 3 product bundles (Surado Integration for MS Exchange 200x, Surado Integration Module and Surado CRM Web). This is a limited time offer and is available to new clients only. This offer cannot be combined with any other offer. A total amount of 24 hours will be provided for Installation Support. Installation support after 24 hours of support or after 60 days whichever occurs first is available at additional hourly rates. Leasing Pricing displayed is an estimate for a 36 month contract with a \$101 buyout option at the end of the lease. Final Leasing pricing and rate is dependent on qualification of credit by 3rd party leasing agency. All prices are fixed and not negotiable. All sales are final. For more information about Surado Small Business CRM 5.0, please contact your Account Manager at 1-800-478-7236. Surado reserves the right to end this offer at any time without prior notice.

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ABOUT SURADO

Surado Solutions, Inc., founded in 1995, is a privately held company that provides a full spectrum of Customer Relationship Management (CRM) products and services. As an emerging innovator in CRM software, Surado is committed to providing powerful, versatile and sensible solutions that help companies know their customers and keep them for life. Surado's CRM Solutions help organizations increase sales, build customer loyalty and reduce costs while providing better customer service. Our CRM solutions serve a wide range of vertical markets including financial services, healthcare, government and manufacturing.

MORE INFORMATION

WWW.SURADOCRM.COM

1.800.478.7236

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