C2CRM™

Clearly Different. Clearly Better.

PRODUCT BROCHURE

CLEARLY DIFFERENT
CLEARLY BETTER

A Customer Relationship Management solution should not be a drain to your business. It should be easy to learn, simple to implement and affordable for small and mid-sized business (SMB). That's C2CRM. It is clearly a better CRM solution, which was designed from almost 20 years of exhaustive research about what the SMB market needs. It's affordable. Its intuitive UI is simple to learn and use. And its 100% browser-based design means everyone can use it instantly.

C2CRM is clearly different. It offers the power and flexibility usually reserved for custom CRM solutions, with the ease of use and implementation typically associated with contact managers. There's simply nothing like C2CRM and it's ready to help your business improve productivity, increase sales and boost your bottom line.

HOW WELL DO YOU KNOW
YOUR CUSTOMERS?

Your business must become customer centric to survive in today's volatile business environment. Your products and services MUST address the needs of the customer. C2CRM can transform your business into a customer-focused competitor poised to react quickly to meet challenging market needs.

C2CRM streamlines your sales process by providing real-time information on leads, prospects and customers.

It improves your marketing efforts by tracking which marketing initiatives work and which ones do not. It streamlines your customer service by providing comprehensive customer information. Your service team will help customers faster and more efficiently, which ultimately improves customer satisfaction and loyalty. Your management team will get the information they need with real-time data such as sales opportunities, marketing efficiency, customer retention and much more. When you use C2CRM, you'll have enterprise-wide information at your fingertips when and where you need it.

AN HONEST RETURN
ON YOUR INVESTMENT

Prudent business professionals ask it every day: "When are we going to get a return on this investment?" It's a legitimate question. And when it comes to CRM solutions, it is perhaps the most important aspect to evaluate. Consider this. Most businesses using C2CRM realize a payback of the system within the first 6 months. How? It's easy. C2CRM is implemented specifically to solve real, identifiable problems and is deployed in stages to solve problems quickly:

• Incredibly long sales cycles.
• Big marketing budgets wasted on ineffective campaigns.
• Forecasts based off of "best-guess" scenarios.
• Slow product sales caused by less and less new customers.
• Losing current customers at an ever-increasing rate.

These are just a few of the problems that can be solved with C2CRM. When your business implements C2CRM, you cannot only solve these and other key problem areas, you can put a hard dollar against the real dollars you gain through decreasing costs, increasing sales, improved productivity and growing market share.

Your C2CRM consultant is ready to help you understand how your business can get a fast return on your investment. It's just one of the critical components of choosing the right CRM solution that you must consider. The very design of C2CRM is centered on helping you get your return on investment many times over. C2 users see it every day. You can, too.

FLEXIBLE ARCHITECTURE
PLATFORM INDEPENDENT

C2CRM operates in a wide variety of environments to offer ultimate flexibility to meet your computing needs. Since C2CRM is platform independent, it can be sold as a software-only solution or as a software/hardware solution leveraging IBM i, x and p servers. C2CRM supports the following components:

Name	Description of Functionality
Supported Browser **Clients**	o Microsoft Internet Explorer Version 8 & 9 o Firefox o Google Chrome o Safari
Application Layer	o PHP Version 5.2.x
Supported Web Services	o Microsoft Internet Information Server o IBM Websphere Application Server o Apache
Supported Databases	o Microsoft SQL Server 2008 R2 o Oracle 10g, 11g o MySQL o IBM DB2 Version 9
Supported Operating Systems	o Microsoft Windows Server 2008 R2 o Linux o IBM AIX v7.1 o IBM i

SUCCESSFUL IMPLEMENTATION
AND SUPPORT IS KEY

IMPLEMENTATION MODEL
When we're implementing our product, we use a more *consultative* approach where we try to get to know your business well. We don't have a one size fits all product where we make you force fit your business model to our software. Instead, we leverage our flexible software architecture to take our off- the-shelf software and use it as a toolkit to fit your business model. We then incorporate your users' ideas and input, with the use of best practices sessions, to user-base your dashboards and screens using our role-based methodology...find out what the "day in the life" of each type of user is, do some customization and then come up with a prototype that you can test until you're totally satisfied. We find this methodology works well because the users feel comfortable using the system since they had direct input on how it was customized....which in turn, leads to a high user adoption rate for our product.

SUPPORT MODEL
Because we only deal direct with our customers, we choose not to charge you for any of the typical tech support (phone, email, website, chat, portal) or for any post implementation changes to your screens, dashboards, workflows, reports, etc...*it's all included* in your monthly subscription fee when we host your application or annual maintenance fee if you purchase an on-premise system.In other words, with our *"we'll make the changes for you"* support model, we are an extension of your IT department. Most importantly, there are no future hidden charges since everything is included.

Even better, the C2CRM implementation project manager that assisted you in setting up your system will also be your support manager so there is continuity...and you never have to re-educate someone your application because you're always dealing with someone who is intimate with your business model.

WHY **C2CRM?**

EXPERIENCE
Clear C2, Inc. was established in 1993 and has accumulated a great deal of market knowledge and CRM experience that manifests itself throughout the C2CRM offering. Our Implementation Project Managers leverage that experience using "lessons learned" from previous applications to ask the appropriate questions and make the correct suggestions that can help lead to a successful implementation. Clear C2, Inc. has *years of experience integrating* to back office ERP/Accounting systems as required by the extensive customer base through our *IBM Premier Partnership*.

ENTERPRISE APPLICATION
C2CRM is a 100% web-based enterprise application that is offered in both *hosted and on-premise* packages...with access to mobile devices for users that are on-the-go. It gives you access to bundles of modules that address all aspects of CRM whether it be Relationship Management, Lead Management, Sales Force Automation, Customer Support Tickets, Project Management or Marketing. The application is easily and seamlessly scalable to add functionality & users in the future when you need them. This should give you the confidence that as you grow, C2CRM can grow with you.

COMPETITIVE HOSTED MODEL
Our cloud-based services model contract is *month-to-month* versus annual ones that other vendors offer. Because you have the ability to cancel at any time with 30 days' notice, it does a couple of things: first it holds us accountable to provide you with world class customer service and second, it gives our customers the confidence that we will have our finger on the pulse of the market for competitive pricing, the latest features & functionality and the latest technology to bring you those features.

NO OUTSOURCING
Clear C2, Inc. is located in the Dallas, TX area. Out of that facility, we develop, sell and support our product directly. We don't outsource any part of our offering, don't go through any 3rd party vendors, no system integrators. Since our company is privately-held and employee-owned, you're always dealing with our employees who are stakeholders that have the most knowledge of our product. If we're hosting the application, our hosting servers are also located in our Dallas facility.

PARTNER VS. CUSTOMER
At Clear C2, Inc, our clients are *long-term partners*...not short-term customers. Our approach and promise, at the outset of our business relationship with you, is simple but effective...ensure that you understand and fit our "consultative" implementation and "we'll make the changes for you" support methodologies; make it our business to know your business; not "nickel & dime" you for services that allow you to use our product more effectively and efficiently; and provide you with the "world class" customer service that is expected to retain a business partnership.

AWARD-WINNING APPLICATION
Over our nearly 20 year existence, we have won numerous awards for excellence in serving both the SMB and enterprise marketplace. These awards include the Customer Interaction Solutions "Product of the Year" award (5th consecutive year) and the prestigious ISM "Top 15 CRM" (8th consecutive year).

Driving the Customer-Centric Revolution, One Business at a Time