

Softrax® Inform gives you instant, enterprise-wide visibility into order, maintenance, renewal, and product information — anytime, anywhere.

PRODUCT BRIEF

SOFTTRAX® Inform

Softrax® Inform empowers your company to rapidly extend revenue and other operational data throughout the organization.

Revenue Management Portal

Softrax Inform empowers your company to rapidly extend revenue and other operational data throughout the organization. Employees can get a personalized view of the customer base through their Internet browser. Departments like sales, finance, marketing and support, as well as the executive team can easily and quickly find answers to questions related to renewing contracts, past due invoices, installed product information and much more.

DERIVE MAXIMUM BENEFIT FROM KEY SOFTRAX DATA — ANYWHERE, ANYTIME

Fast and easy to use, Softrax Inform delivers access to key customer details – such as contracts, orders, invoices, licenses, products, contacts, locations, and maintenance information – and complements other enterprise applications. Users will have instant access to the Softrax data necessary for more productive sales calls, more effective marketing programs, and enhanced customer service.

OBTAIN EXECUTIVE LEVEL SUMMARIES FOR TACTICAL DECISIONS

Softrax Inform empowers members of the executive team to quickly review aggregate customer data relating to orders, maintenance contracts, and past due invoices. This aggregate information will keep executives in touch with customer base activity and provide data for better-informed day-to-day tactical decisions.

Now managers and executives will have instant access to real time, aggregate data, enhancing day-to-day tactical decisions.

ENABLE A COMPANY-WIDE COLLECTIONS EFFORT

The collections process is often a company-wide initiative. Softrax Inform will effectively distribute key order and invoice information to user groups that interact with the customer base. A search based on invoice status and aging attributes can be used to rapidly identify outstanding issues. A question like “which customers in my region have invoices greater than 60-days past due?” can be answered via the saved search menu, or a single hyperlink. Invoice aging and collections related search criteria enable users to create aging reports or collections call lists on the fly. Users can also track and save collections-related communications with bill-to contacts by creating invoice notes.

EMPOWER CUSTOMER SUPPORT

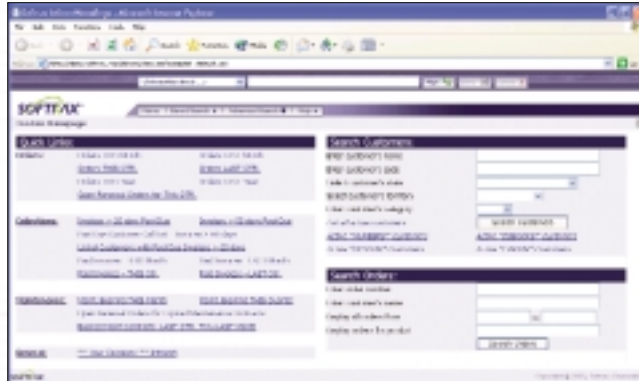
Customer support can be a critical measure of success or failure for any company. A common limitation of support systems is the lack of operational data available to the individual customer rep. Softrax Inform gives these users immediate access to key data for maintenance contracts, customer status, installed product details, and even credit issues. Softrax Inform can also be launched from another application, or used exclusively.

Name	Web	Status	Web	Status	Currency	Inventory	City	State	Country
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	
Atlanta Software	0	75,700.00	USD	Software/Support	USD	Atlanta, GA	GA	USA	



IDENTIFY RENEWAL AND SALES OPPORTUNITIES

Companies often struggle with the maintenance and administration of contract renewal information. Complex spreadsheets shared by multiple users often lead to calculation errors and missed revenue opportunities. Softrax Inform gives account managers and sales reps access to a centralized database to quickly pinpoint renewal and complementary sales opportunities. Users will easily answer questions like...*Which customers are up for renewal this quarter? Which customers have expired contracts? How many customers in Region I have product ABC?*



Inform's customized home page allows an organization to satisfy the different data requirements of each department.

LEVERAGE COST-EFFECTIVE INTEGRATION

Softrax Inform's URL-based architecture allows dynamic links to be created inside other applications (CRM, SFA, Help Desk) that will launch a specific Softrax Inform query. This type of linking integration bypasses complex and expensive integration projects, without sacrificing the need for obtaining additional information. Softrax Inform also lets administrators embed external links (other Websites or applications) inside of the application, which can then launch other browser windows based on a selected customer's data.

DEPLOY ENTERPRISE INFORMATION THROUGH A SCALABLE HTML-BASED SOLUTION

Incorporating standard HTML, Softrax Inform is fully Web-based, accessible through a browser and has minimal impact on an IT infrastructure. It eliminates the need to install any client side components, ensuring security, upgrade simplicity and ease of administration. In addition, N-tier technology provides scalability, making Softrax Inform a cost-effective solution that maintains functionality and compatibility with other Web-based applications.

MAXIMUM ROI

- Stay current with customer credit issues and the collection process using robust invoice aging and collections functionality
- Rapidly identify overlooked and potential revenue opportunities (contract renewals, product add-on sales, upgrades, etc.)
- Capitalize on powerful search functionality providing visibility into customer base segments, delivering valuable information for targeted marketing efforts

EXECUTIVE LEVEL DATA

- Capture customer aggregate data-based orders, maintenance and invoices past due with numerous search options
- Enable quick decision making utilizing installed base information
- Set up customized executive home pages to "push" critical data out to individual managers when their browser is first opened

RAPID ACCESS TO CUSTOMER DATA

- Use hyperlinked customer records to launch a comprehensive "customer snapshot" page that consolidates all critical data – such as customer contacts, orders, invoices, licenses, products, maintenance records, collections, and much more
- Tailor personalized homepage and data views to each user group's needs
- Employ an intuitive, uncomplicated search language for creating powerful ad hoc queries, which then can be saved for repeat use
- Download search results and page views directly into a spreadsheet with a single click
- Remotely access key information with multiple layers of security
- Gain instant browser-based access to a centralized Softrax database

ABOUT SOFTRAX®

Softrax Corporation is a leading enterprise software company providing revenue management solutions that fundamentally change the way technology companies manage, analyze and predict their revenue streams. Expressly designed for the dynamic software, content and Internet sectors, Softrax systems are the best products to meet the complex revenue management business requirements of these industries. Softrax delivers business-critical solutions to hundreds of customers. Headquartered in Canton, MA, Softrax Corporation is privately held. Further information is available at www.softrax.com or 1 (888) 4SOFTRAX.



SOFTRAX CORPORATION
45 SHAWMUT ROAD
CANTON, MA 02021

WWW.SOFTRAX.COM
1 (888) 4SOFTRAX

Softrax is a registered trademark of Softrax Corporation. Other company, brand and product names, and design work are the trademarks or registered trademarks of their respective owners. Functionality of the product(s) described herein may be subject to change.