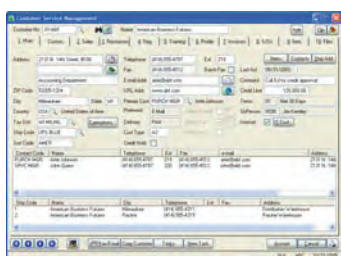


A centralized and focused portal into your prospect and customer information.

How accurate is your customer information? Do you know what they have ordered, paid and what they need? Is your customer information divided among multiple databases? Do you have to sync your data? Blytheco believes that a good Customer Relationship Management (CRM) tool should use a centralized database with your trusted ERP applications like MAS 90 & MAS 200.

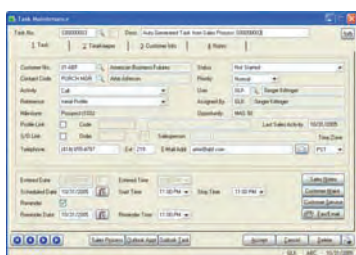
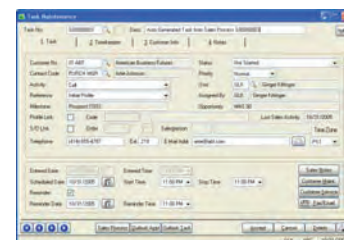
- ❑ See your whole customer relationship – Organize all the data about your customer in one place.
- ❑ Track Customers, Contacts, Sales Opportunities, Orders, Invoices, RMAs and Items sold or quoted.
- ❑ Sales Pipeline Reporting for Management
- ❑ Imbedded into MAS 90 and MAS 200. No Synchronization
- ❑ Same look & feel; Same License, Database and User Interface

CRM for MAS 90 and MAS 200 is composed of the following 4 functions:



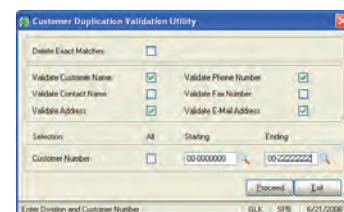
Manage Customers - Have a centralized and focused knowledge portal into your customer information within MAS 90 or MAS 200 - with lots of customized extras, which will help you provide more comprehensive customer service to your valued customers. Everything you need to support your customers can now be found in one consolidated area in MAS 90. Information related to customer/contact information, key memos, open invoices, open sales orders, products owned, operating systems, training experience, registration information, warranty information, expiration dates, serial numbers, etc. - are all available with a click of the mouse. A complete Sales Opportunity Tracking system is built in with Sales Pipeline Reporting for management.

Manage Tasks - Create tasks for yourself or others including Appointments, Sales Calls and Support Calls - you define the types of activities that work for your company. You can set reminders with date and time. Tasks can be viewed in a real-time window with a link to the activity, task or appointment or you can click a button to add a Task in Outlook if you prefer to have a reminder there. The advantage over other CRM products is that it has access to your MAS 90 data of Customers, Contacts etc. and NO Synchronization required.



Manage Contacts - Quickly find a contact or customer by searching on contact information such as name, email address or cell phone number. Select the contact and you will go directly to that customer record. This is a must for anyone that wants to effectively market to clients and prospects and adds additional functionality to Email Manager. It allows you to set preferences per contact as to the method of communication they prefer, as well as the topics they are interested in. When you are ready to generate a database to send your marketing message to - you will have the added option of narrowing down your search criteria by the topics they are interested in.

Manage Prospects - Two great utilities help you find duplicate prospects/customers and copy prospect/customer data from one company to another. Designed for sales and marketing teams to manage suspects and prospects in a MAS 90 company environment and convert them into your active MAS 90 customer files when the order is placed. Provide your employees with a standard interface for both your prospecting and customer needs. Eliminate duplicate leads and quickly move prospecting information to your active customer files.



http://www.blytheco.com/mas90/crm_mas90.asp

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Manage Customers

Do you have all of your critical client data in one location?

Main Tab

Customer No. 01-ABF Name American Business Futures

1. Main | Custom | 2. Sales | 3. Resources | 4. Reg | 5. Training | 6. Profile | 7. Invoices | 8. S/Os | 9. Item | 10. Files

Address: 2131 N. 14th Street, #100 Telephone: (414) 655-4787 Ext: 219
Fax: (414) 655-4512 Batch Fax: Last Act: 05/31/2003

Accounting Department: E-mail Addr: artie@abf.com Comment: Call Ed for credit approval.
ZIP Code: 53205-1204 URL Addr: www.abf.com Credit Limit:
City: Milwaukee State: WI Primary Cont: PURCH MGR Artie Johnson Terms: 01
Country: USA United States of Ame Preferred: E-Mail Block E-Mail SlsPerson: 01
Tax Sch: WI MILMIL Exemptions... Delivery: Print Block Fax Internet
Ship Code: LUPS BLUE Cust Type: A2 Block Inv:
Sort Code: AMER Credit Hold:

Contact Code	Name	Telephone	Ext	Fax	e-mail
PURCH MGR	Artie Johnson	(414) 655-4787	219	(414) 655-4512	artie@abf.com
SRVC MGR	John Quinn	(414) 655-4787	320	(414) 655-4512	john@abf.com

Ship Code	Name	City	Telephone	Ext	Fax	Addr
1	American Business Futures	Milwaukee	(414) 655-4311			
2	American Business Futures	Racine	(414) 935-4319			

Buttons: Efav/E-mail Copy Customer Tasks New Task

Invoices Tab

Customer No. 01-ABF Name American Business Futures

1. Main | Custom | 2. Sales | 3. Resources | 4. Reg | 5. Training | 6. Profile | 7. Invoices | 8. S/Os | 9. Item | 10. Files

Invoice	Type	Inv Date	Trans Date	Comment	Trans Amount	Inv Balance	S/O
0000191	INV	05/31/2003	05/31/2003	Monthly supply order	2,416.25	.00	
0100041	INV	05/31/2003	05/31/2003		38.20	38.20	
0100048	INV	05/30/2003	05/30/2003		130.00	130.00	0000169
0000169	INV	05/29/2003	05/29/2003	Monthly supply order	2,416.25	.00	
0000169	C/M	05/29/2003	05/31/2003	Monthly supply order	179.30	.00	
0100011	INV	05/28/2003	05/28/2003		265.86	.00	
0100012	INV	05/28/2003	05/28/2003	RUSH	666.53	.00	
0100009	INV	05/23/2003	05/23/2003	RUSH	2,032.54	.00	
0100042	INV	05/21/2003	05/21/2003	Ship same day.	864.25	.00	
0100033	INV	05/15/2003	05/31/2003		1,113.05	613.05	0000153
0100034	INV	05/15/2003	05/31/2003		2,467.61	2,467.61	0000155
0100055	C/M	05/10/2003	05/01/2003		81.48	81.48	0000170
0000190	INV	04/30/2003	04/30/2003		85.00	85.00	
0000141	INV	03/31/2003	03/31/2003	Monthly supply order	1,226.25	1,178.69	
0000141	C/M	03/31/2003	05/31/2003	Monthly supply order	47.56	1,178.69	
0100054	INV	03/01/2003	03/01/2003		407.40	407.40	0000170
0000101	INV	01/31/2003	01/31/2003	Monthly supply order	850.00	.00	
0000122	INV	01/31/2003	02/28/2003	Monthly supply order	850.00	850.00	

Summary: Balance Current 5,732.36 30 Days 168.20 60 Days 3,165.66 90 Days 1,141.10 120 Days 1,257.40 .00

Buttons: Efav/E-mail Copy Customer Tasks New Task Accept Cancel

All of your contact information is available on one screen – quick and easy access.

You can change the display of invoices to be color-coded based on aging.

Sales Tab

Customer No. 01-ABF Name American Business Futures

1. Main | Custom | 2. Sales | 3. Resources | 4. Reg | 5. Training | 6. Profile | 7. Invoices | 8. S/Os | 9. Item | 10. Files

Inside SP: 0100 Jim Kentley Company Overview: American Business Futures provides investment advice.
Outside SP: 0200 Shelly Westland
Related Co: Territory: Midwest Revenue: 2.5 Million Established: 01/01/2000
Referring Src: 01-BRESLIN SIC Code: 7300 No. of Emps: 6-10 Last Activity Date: 05/31/2000
Lead Number: Industry Type: BUS SERV Last Sales Activity: 10/31/2000
Lead Updated: CPA Name: CPA Phone:
Buttons: New Process Del Process

Process No.	Complete	Start Date	Salesperson	Salesperson Name	Opportunity Type	Budget	Milestone
S00000003	No	10/31/2005	0100	Jim Kentley	MAS 90	.00	Suspect (0%)

Buttons: Efav/E-mail Copy Customer Tasks New Task Accept Cancel

The Sales Tab allows you to control and review multiple sales opportunities utilizing the "Solution Selling" concept

Sales Process – Profile Tab

Customer No. 01-ABF Name American Business Futures

Process No. S00000003 MAS 90

1. Profile | 2. Process | 3. Sales Orders

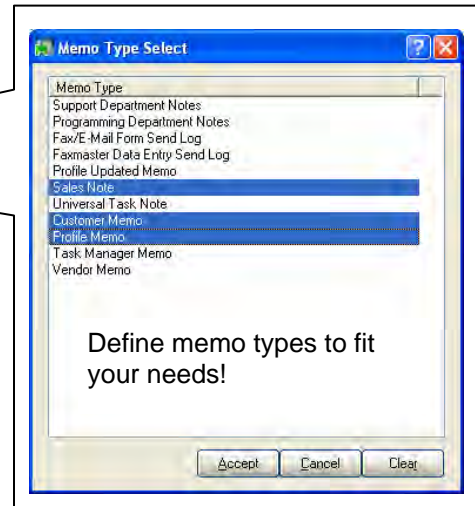
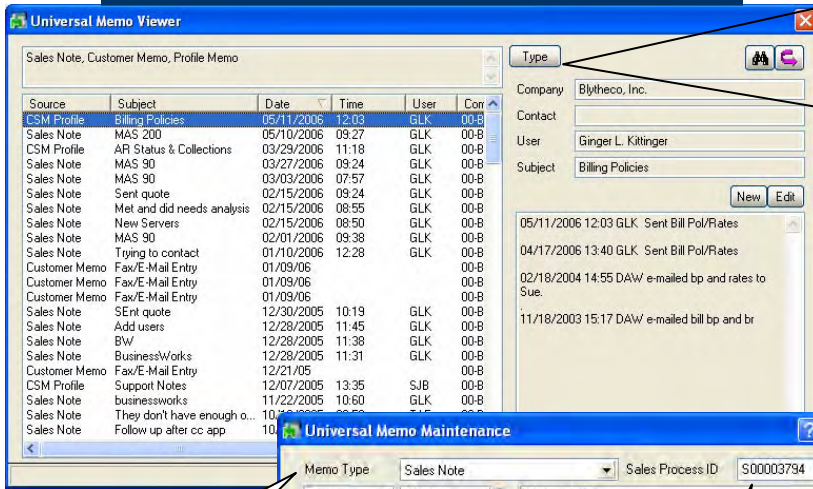
Milestone: Suspect (0%) Start Date: 10/31/2005 Last Modified: 10/31/2005
Lead Status: No Contact Status Date: Reminder Date: 10/31/2005
Lead Contact: Reason Code: Unknown Next Follow Up:
Comment:
Salesperson: 0100 Jim Kentley
Referring Source: 01-BRESLIN Breslin Parts Supply Lead Ref No.:
Referral:
Opportunity: MAS 90 Budget: 10-20k
Existing Target: QuickBooks Time Frame: 3 Months
Length Of Use: <1 year Target Date:
Contact: Decision Maker: Artie Johnson Title: Office Manager
List:
Buttons: Task List Sales Task Accept Cancel Delete

Contains overview information for each individual sales process for a prospect or customer

Manage Customers

Do you have all of your critical client data in one location?

Universal Memo Viewer



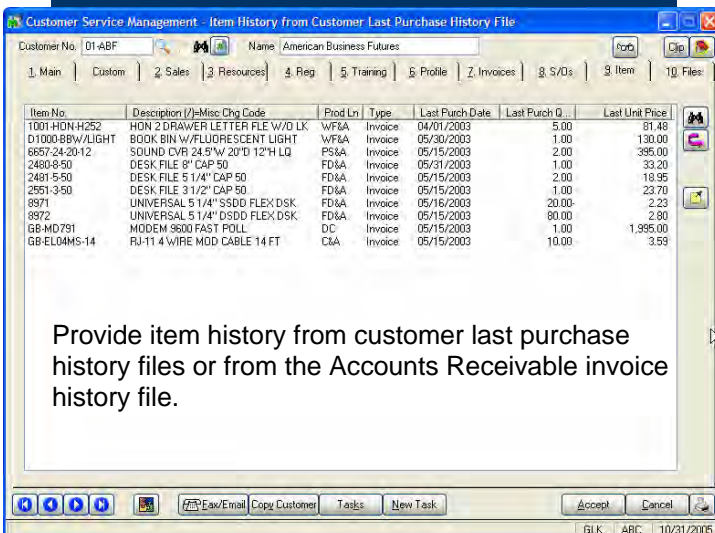
Select a Memo Type which organizes your communication records.

Link notes to specific sales opportunities.

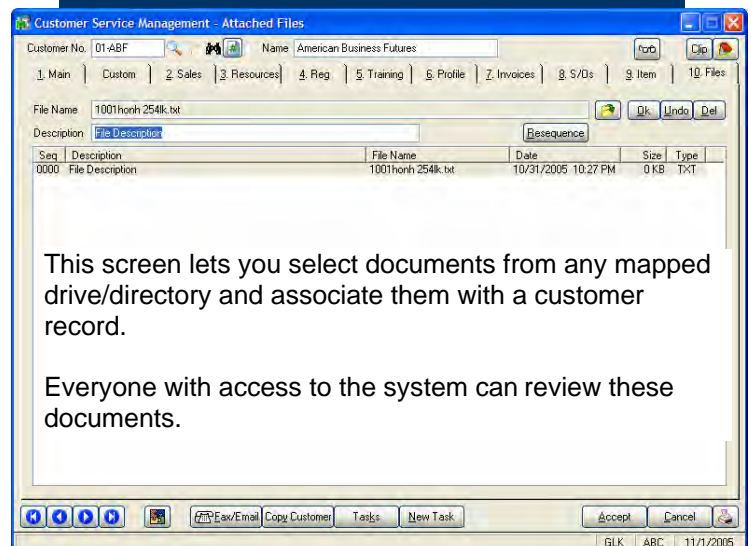
Use the Universal Memo Viewer to see all memos and notes in one easy-to-read screen.

Displays notes from many different sources in MAS 90 and other Blytheco enhancements.

Items Tab



Files Tab



Manage Tasks

Manage tasks – for yourself and other employees!

Task Tab

The screenshot shows the 'Task Maintenance' window with the following details:

- Task No.: S00000003
- Desc: Auto Generated Task from Sales Process S00000003
- Customer No.: 01-ABF (American Business Futures)
- Contact Code: PURCH MGR (Artie Johnson)
- Activity: Call
- User: GLK (Ginger Kittinger)
- Reference: Initial Profile
- Milestone: Prospect (10%)
- Profile Link: Code
- S/O Link: Order
- Telephone: (414) 655-4787 Ext 219
- E-Mail Addr: artie@abf.com
- Status: Not Started
- Priority: Normal
- Assigned By: GLK (Ginger Kittinger)
- Opportunity: MAS 90
- Last Sales Activity: 10/31/2005
- Entered Date: 10/31/2005
- Entered Time: 11:00 PM
- Scheduled Date: 10/31/2005
- Start Time: 11:00 PM
- Stop Time: 11:00 PM
- Reminder: [checked]
- Reminder Date: 10/31/2005
- Reminder Time: 11:00 PM

Buttons at the bottom include: Sales Process, Outlook, Appt, Outlook_Task, Accept, Cancel, Delete.

The screenshot shows an Outlook task reminder window with the following details:

- Subject: 01-ABF * American Business Futures * Artie Johnson * (414) 655-4787 ext. 219
- Due date: Mon 10/31/2005
- Status: Not Started
- Start date: Mon 10/31/2005
- Priority: Normal
- % Complete: 0%
- Reminder: Mon 10/31/2005 11:00 PM
- Owner: [blank]
- Task Description: Auto Generated Task from Sales Process S00000003, 01-ABF: American Business Futures, 2131 N. 14th Street, #100, Milwaukee, WI, Customer Phone: (414) 655-4787 ext: 219, Contact Phone: (414) 655-4787 ext: 219, Customer Fax: (414) 655-4512, artie@abf.com, www.abf.com

Get reminders for your tasks in Outlook or use the included Real-Time Task Reminder window inside MAS 90.

The Main tab contains basic task information – activity for task, status/priority, user, scheduled and reminder dates and more.

Customer No.	Customer Name	Contact	Priority	Rem. Date	Last Activity	State	Z
01-ABF	American Business Futures	American Business...	Normal	08/25/2004		WI	F
01-ABF	American Business Futures	American Business...	Normal	10/31/2005		WI	F
01-ABF	American Business Futures	Artie Johnson	Normal	10/31/2005	10/31/2005	WI	F
01-BRESLIN	Breslin Parts Supply	Winnie Spackman	Normal	11/07/2005		WI	F
02-AMERCON	American Concrete Service	Mike Thompson	Normal	11/01/2005		CA	F

Buttons at the bottom include: Chg Delay, Select, Snooze, Dismiss, Cust List, Exit.

Notes Tab

The screenshot shows the 'Task Maintenance' window with the 'Notes' tab selected. The notes are as follows:

Memo No	Date	User	Subject	Memo
000000000	10/31/2005	GLK	Task Audit Trail	10/31/2005 23:05 GLK Contact Code Changed - from

Buttons at the bottom include: Sales Process, Outlook, Appt, Outlook_Task, Accept, Cancel, Delete.

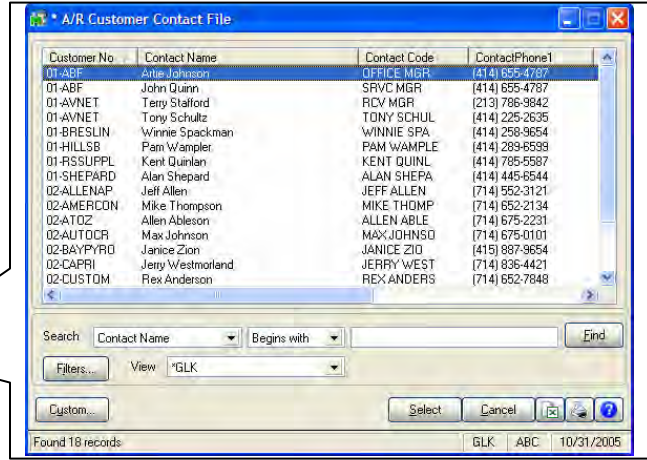
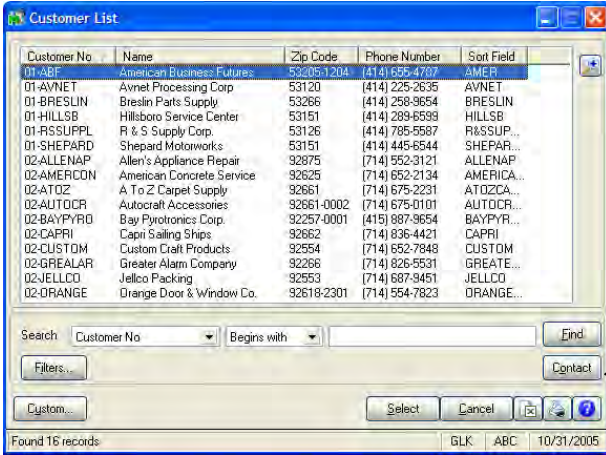
Chronological notes track all changes made on Task tab and allows you to enter notes as you progress through the task.

Manage Contacts

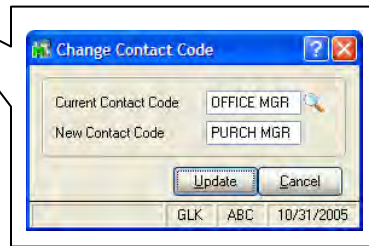
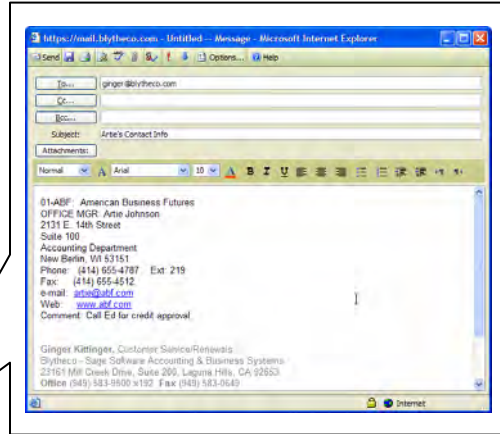
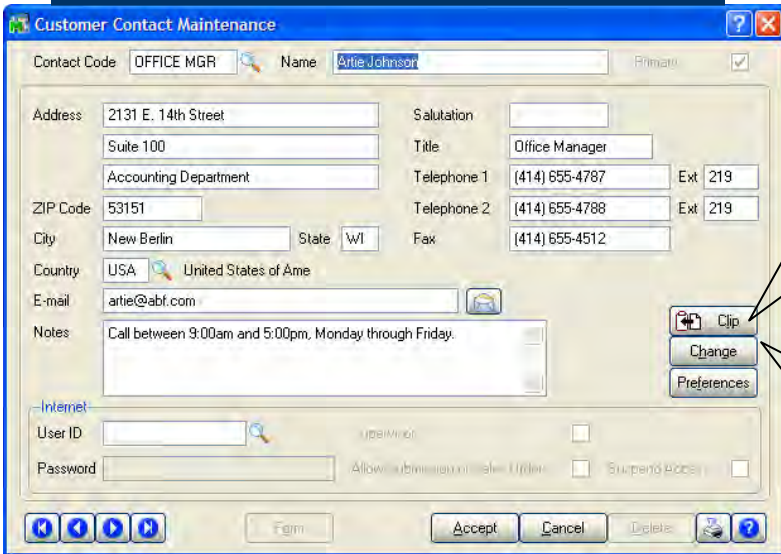
Do more with the Contacts already in MAS 90/200

A/R Contact Lookup

Search entire Contact database by any information contained in the contact records.



Customer Contact Maintenance

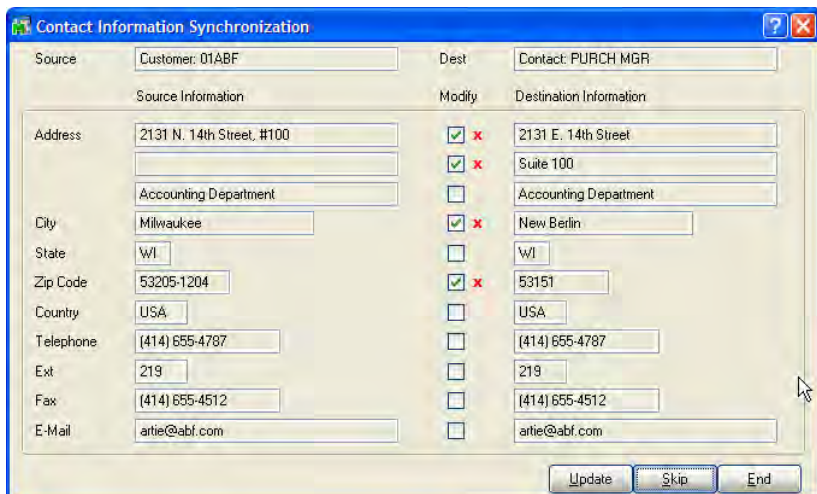


CLIP – copy customer or contact data to Windows Clipboard.

CHANGE – change a Contact Code.

Address Synchronization

Address synchronization prompts you to update contact information if the main customer information has been changed.



Manage Prospects

Control Prospects and turn them into Customers

Customer Duplication Validation

Allows you to catch customer duplications in your MAS 90 • MAS 200 system and either keep them separate, merge the records together and/or delete exact matches.

Customer Copy Utility

Copy customer information from one MAS 90 company to another. Move them from suspect to prospect to customer as their status changes.

Copy a single company or a range of customers.

Pricing	\$ 6,000	CRM for MAS 90 (includes 1 st year Subscription Plan)
	\$ 1,500	Annual Support Plan - This includes unlimited telephone support for this enhancement.
	\$ 1,500	Annual Subscription - This includes all updates and fixes for this enhancement and compatibility upgrades for future MAS 90 version releases.
MAS 200 SQL - Call for pricing		

Add Fax & Email to your CRM System

Electronic communication makes sales more effective!

Main Fax/Email Screen

Attachments

Send to one or many. Send forms such as S/Os, P/Os and Invoices and include attachments.

All communications are documented automatically in customer memos.

Comments – Coversheet or Email Body

Database Generation

Use for Broadcast or Drip Marketing, Lead follow-up and sending Product Info.

Multiple recipients can be chosen based on selection criteria.

FaxMaster and Email Manager are a separate purchase in addition to CRM for MAS 90 and MAS 200.