

## Benefits

- Powerful flexible user definable front end
- Ability to modify for departmental views
- Highly configurable to suit environment

## Enquiry Benefits

- Departmental view of own enquiries
- Full tracking facility
- User defined lists of values
- Comprehensive querying facilities
- Off line facilities with ability to upload
- Deployed centrally, faculty level.

## Email Benefits

- Automatically creates activities for all correspondence
- Individual / Bulk recipients
- Full Audit trail of all correspondence produced.
- Various correspondence formats – word / email / text messaging
- User definable templates

## Organisational Analysis Benefits

- Fully integrated contact management system
- Constant tracking of all correspondence/ activities for all organisations/contacts
- User definable lists of values to enable information to be easily filtered/exported
- Central repository for all organisational contacts

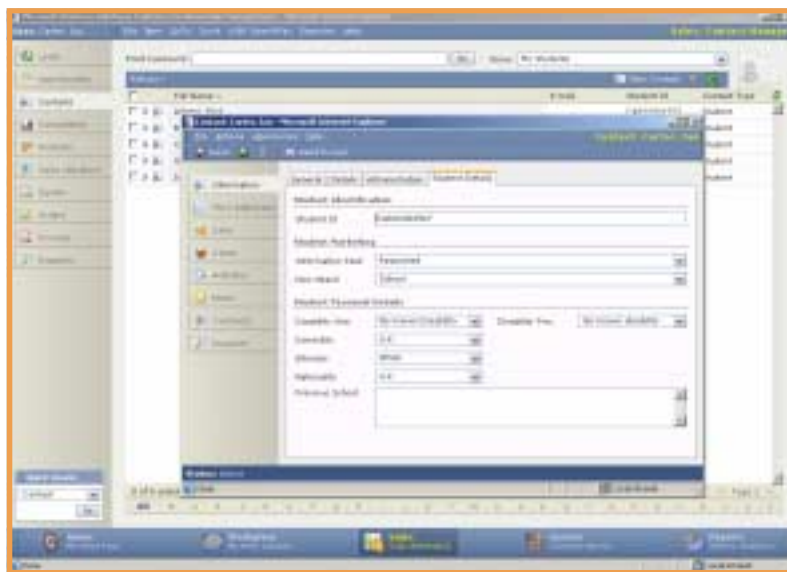
The emergence of new technologies, growing competition, tightening budgets and changing demographics are driving dramatic change in the delivery and reach of services provided by many types of organisation. Consequently, parks are under pressure to function as a business as well as an organisation dedicated to environmental issues. More than ever organisations are turning to eBusiness solutions to better manage their business in a profitable and competitive manner. eBusiness enables companies to control costs, streamline operations, improve and extend services, integrate disparate parts of their organisation and improve marketing.

eBusiness is being used to achieve the following goals:

- Reduce costs by improving administrative and business processes
- Increase productivity by streamlining operations
- Facilitate the flow of mission-critical information throughout the enterprise

The Microsoft CRM Solution from Agresso consists of a set of integrated highly customisable options, listed below are some examples of flexibility of a CRM solution.

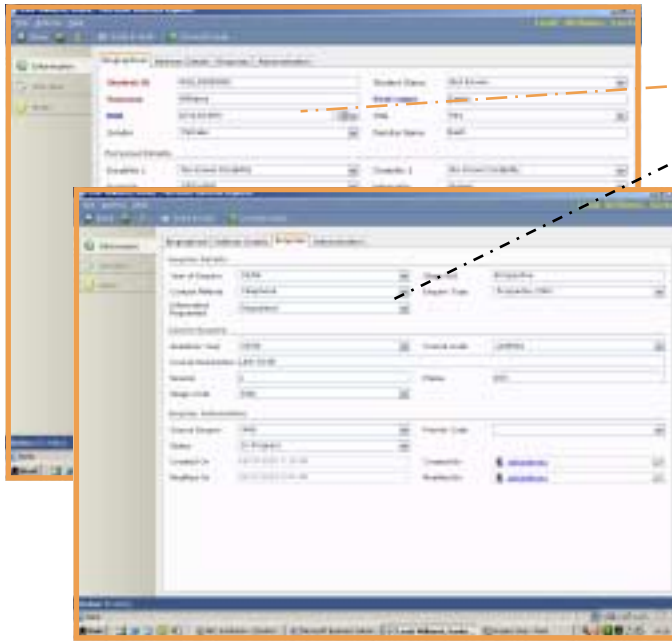
- Enquiries
- Marketing
- Contact Management
- Event Management



## Capturing Enquiry Details

Dealing with enquiries to an organisation is a vast undertaking, our CRM solution allows, requests for information, and details regarding facilities all to be recorded.

Microsoft CRM also automatically updates the status of the enquiries as actions are undertaken. This allows the tracking from start to finish of correspondence or activities. For example, once information have been sent to those individuals who requested them, the status reflects this automatically.



**Enquiries Management**

Allows for the complete tracking of all types of initial enquiries from users, commercial businesses, schools and all other forms of potential business opportunities.

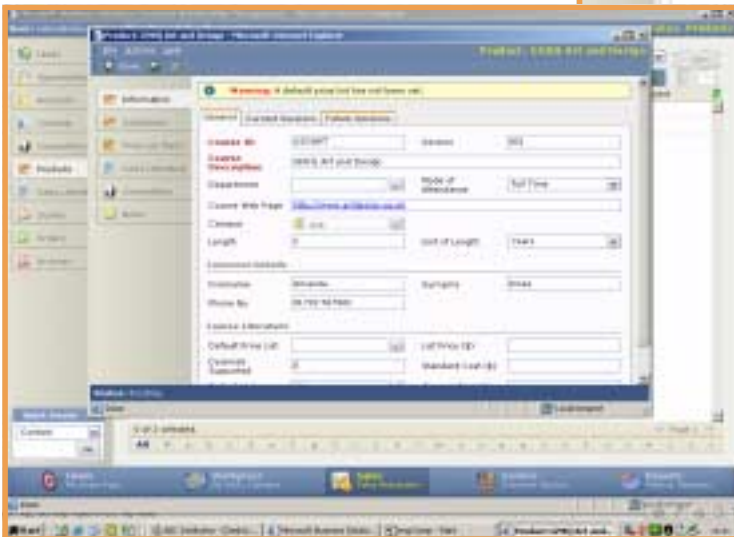
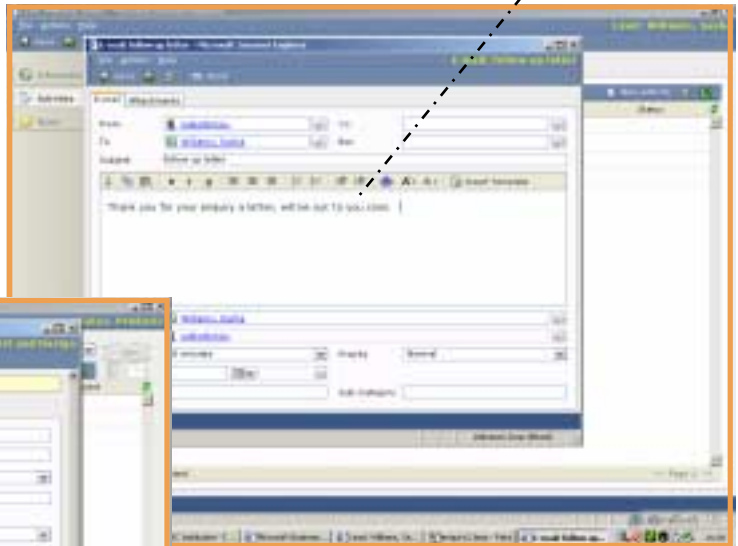
**Events\Campaign Management.**

Marketing activities such as open days, fairs and other general Institution events are controlled at attendee level with room booking, car parking allocation and on-line status.

**Marketing Management.**

A comprehensive marketing solution including all forms for correspondence tracking (letters, e-mail, SMS etc) and literature\prospectus fulfilment procedures.

In addition to these application areas Agresso has established a comprehensive orchestration and interoperability engine based on Biztalk server. This ensures that all CRM datasets are integrated into whatever third party software is used by your Institution. Biztalk Server is the industry standard tool needed to integrate and automate your organisation's applications and processes.



Your CRM data can then be mapped utilizing Biztalk. In addition you can apply full workflow and operational business monitoring to manage the CRM.