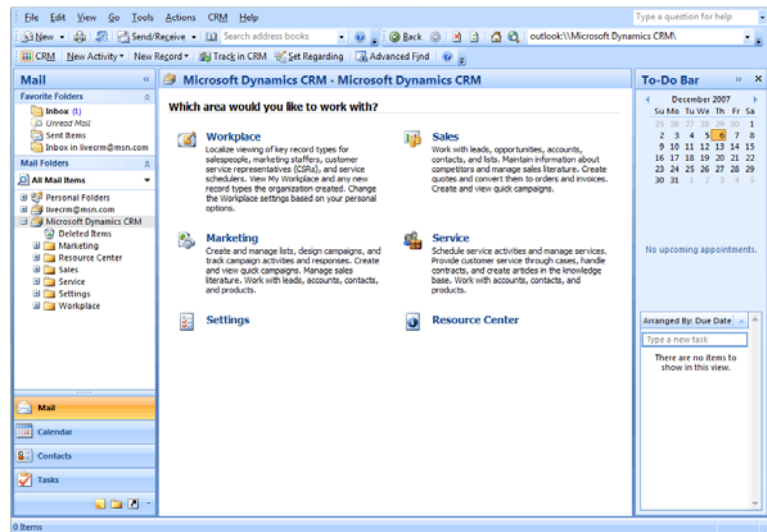




Hosted By Managed Company

Why CRM?

Customer Relationship Management (CRM) software is critical for any business in any industry. When used properly, CRM software can help businesses acquire and retain customer more efficiently, and build longer-term, more profitable relationships with customers than what otherwise would be possible. CRM software has until recently only been financially viable for the large enterprise, but now through the Software as a Service (SaaS) model, can be effectively utilized by both organizations big and small. The popularity of SaaS-based CRM solutions continues to increase in the SMB market, despite the economy. A recent Managed Company study found that 70% of SMBs consider CRM deployments a priority, a third of which are actively seeking solutions for deployment in 2009-10.



Microsoft Dynamics CRM

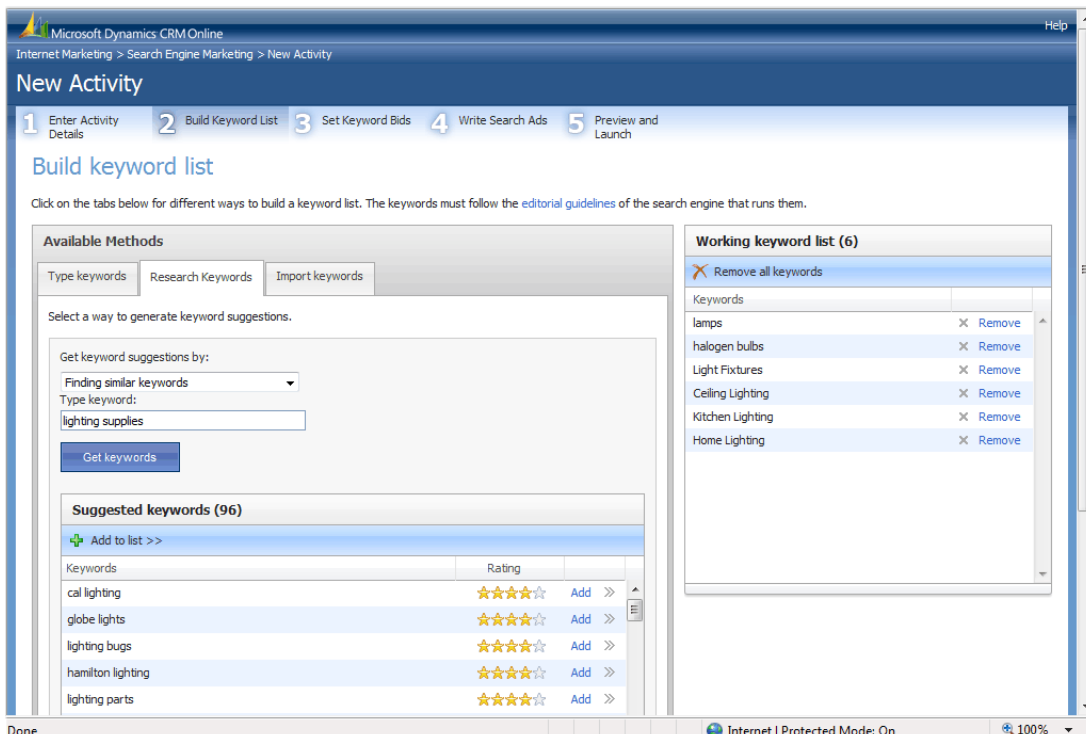
CRM can only be successful if everyone in the business who needs to use it, does so properly. Since most SMBs utilize packaged Microsoft-based applications, primarily Office and Outlook, they are most likely to fully utilize a CRM system that tightly integrates with these tools. Microsoft Dynamics CRM 4.0 does just that. Many of its most important capabilities can be utilized directly from within Microsoft Outlook, as well as other MS Office applications.

Dynamics CRM is not just a plug-in for Outlook. In addition to its familiar user-interface, it is a powerful CRM solution that enables detail prospect, lead and customer tracking. It facilitates customizable workflow to support the individual business processes of the organizations in which it is deployed.

Microsoft Dynamics CRM workflow automation and analytics let your Sales, Marketing and Service staff easily share information and route tasks to provide a seamless customer experience.

Establish a 360-degree view of customer interactions, sales opportunities and buying patterns to help your sales force cultivate more profitable relationships.

Plan, implement and measure more-effective marketing campaigns by analyzing buyer trends, behaviors and offers that allow your marketing teams to track real time results and optimize Return-on-Investment (ROI).



The screenshot shows the 'New Activity' page in Microsoft Dynamics CRM Online, specifically the 'Build keyword list' section. The page has a blue header with the title 'New Activity' and a breadcrumb trail: 'Internet Marketing > Search Engine Marketing > New Activity'. Below the header is a progress bar with five steps: 1. Enter Activity Details, 2. Build Keyword List (current step), 3. Set Keyword Bids, 4. Write Search Ads, and 5. Preview and Launch.

The main content area is titled 'Build keyword list' and includes a sub-header 'Available Methods' with three tabs: 'Type keywords', 'Research Keywords', and 'Import keywords'. Under 'Type keywords', there is a section 'Get keyword suggestions by:' with a dropdown menu set to 'Finding similar keywords'. Below this is a text input field containing 'lighting supplies' and a 'Get keywords' button.

Below the input field is a section titled 'Suggested keywords (96)'. It contains a table with the following data:

Keywords	Rating	
cal lighting	★★★★☆	Add >>
globe lights	★★★★☆	Add >>
lighting bugs	★★★★☆	Add >>
hamilton lighting	★★★★☆	Add >>
lighting parts	★★★★☆	Add >>

To the right of the suggested keywords is a 'Working keyword list (6)' section. It has a 'Remove all keywords' button and a list of keywords, each with a 'Remove' button:

- lamps
- halogen bulbs
- Light Fixtures
- Ceiling Lighting
- Kitchen Lighting
- Home Lighting

The bottom of the screenshot shows the Windows taskbar with 'Done' on the left, 'Internet | Protected Mode: On' in the center, and '100%' zoom level on the right.

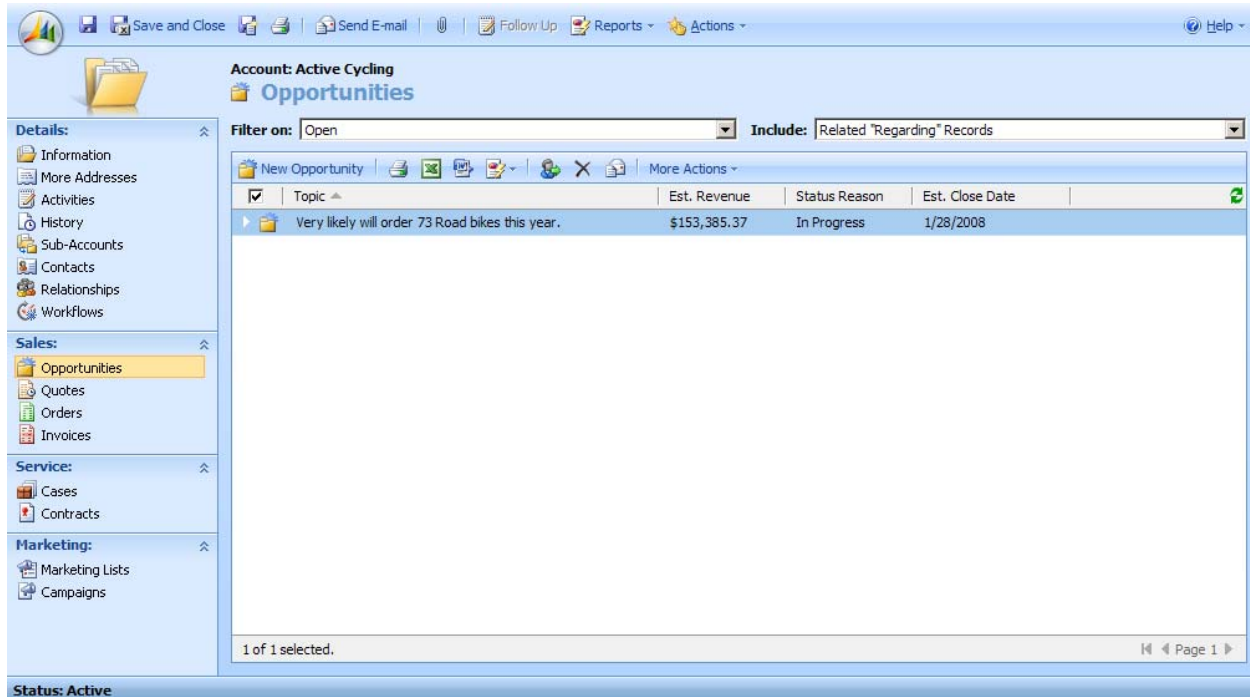
Managed Company Dynamics CRM

Managed Company's solution architecture provides you with standalone installation of Dynamics on a dedicated virtual private server. This solution, which differs from the standard multi-tenant architecture most other hosting providers offer, provides you with a dedicated platform which you can customize to meet your individual customers' needs. Not only can you tailor your solution for your customers, thereby providing them more value than other CRM SaaS solutions, but it also provides you with an opportunity to layer valued added, high-margin customization services to Managed Company's base solution.

Managed Company's Dynamics CRM solution can be sold as a stand-alone offering, or may be combined with other SaaS services including hosted Exchange.

Pricing

Dynamics CRM is available for a monthly fee of \$750. This includes the CRM software on a dedicated virtual private server, 5 users and 5GB of included disk space. There is a one-time setup fee of \$2,500. Additional users are available for \$25 per month, and additional disk space is available in 1GB increments for \$10 per month.



The screenshot displays the Dynamics CRM interface for the account "Active Cycling". The main view is "Opportunities", showing a list of one opportunity. The interface includes a navigation pane on the left with sections for Details, Sales, Service, and Marketing. The top menu bar contains options like Save and Close, Send E-mail, Follow Up, Reports, and Actions. The status bar at the bottom indicates "Status: Active".

Topic	Est. Revenue	Status Reason	Est. Close Date
Very likely will order 73 Road bikes this year.	\$153,385.37	In Progress	1/28/2008