8th Manage® CRM

Sales Force Automation	Marketing Campaign Management	Service Management
Client & Contact Management	Business Intelligence	Technology & Best Practice

You want to acquire new customers and you want to keep your installed base. You want to know them intimately: what they like and dislike; what they've bought and planned to buy. If they don't know exactly what they want, you give them advice. You want them to feel pampered and satisfied. Is this possible and too much to ask? No. With 8thManage CRM, good sales and marketing are realities today, best practice firmly served with passion.

How was this possible? 8thManage CRM was developed with the most recent technology, embedded with best practice processes that quietly operate in the background, giving guidance and alerts from time to time, but otherwise allowing you to create business magic.

Sales Force Automation

Productivity Gain for the Sales Team

8thManage® CRM includes a complete and comprehensive set of tools to help sales teams manage and track sales leads and opportunities throughout the sales cycle. Client and contact information, client interaction records and client transaction records are conveniently stored centrally and accessible to authorized team members. Instead of spending time locating for information, they can confidently access current and reliable data easily and quickly so that they can focus on their jobs.

- Fully leverage your clients and contacts
- Fully leverage your sales leads
- Opportunity Management & Forecasting
- Quotation & Deal Management

Managing the Sales Process

8thManage® CRM provides many tools and embedded best practice processes to assist sales management in sales operation administration.

- Sales lead assignment
- Individual selling & team selling
- Sales quota setting & management
- Sales team management
- Sales stage management
- Task assignment map
- Global action list by client
- No-action alert & escalation

Managing Sales Performance Review and Reporting

8thManage® CRM offers real-time online tracking of sales performance on personalized, multiple dashboards with KPI's for quick summary. It includes extensive out-of-the-box, configurable sales performance report formats that enables the users to create, on-demand, comprehensive management reports at anytime.

- Sales performance tracking by sales stages
- Managing sales revenue performance against sales quotas
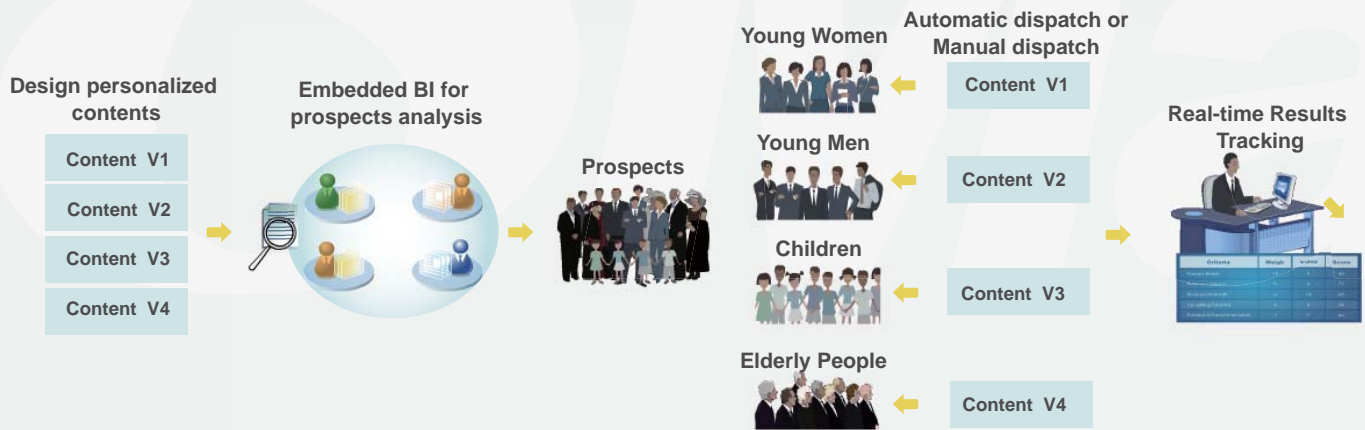- Pipeline review & reporting

Marketing Campaign Mgmt.

Sending Marketing Messages via Email Campaign

8thManage® CRM's email campaign driven by embedded BI technology empowers the user to design, schedule, send and track personalized email campaigns, and to assess their return on investment automatically.

- Use 8thManage® embedded BI technology to analyze and select email recipients by advanced search of the client behavioral database
- Email content management
- Email execution with personalization
- Campaign result tracking & ROI tracking

Design personalized contents

| Content V1 |
| Content V2 |
| Content V3 |
| Content V4 |

Embedded BI for prospects analysis

Prospects

Young Women — Content V1
Young Men — Content V2
Children — Content V3
Elderly People — Content V4

Automatic dispatch or Manual dispatch

Real-time Results Tracking

Marketing Cost Management & Performance Tracking

8thManage® CRM supports marketing cost budgeting, reporting, and tracking of expenditures for each individual campaign and across the organization.

- Marketing department budgeting & cost tracking
- Individual campaign budgeting & cost tracking

Leads
Campaign
Planning
Client
Reporting
Execution
Opportunities
Deals
Marketing Dept
Sales Dept
Services Dept

Campaign Result Tracking
Budget & Expenditure

Return	Results
Leads	10
Opportunities	7
Deal	5
Revenue	4,200,000
ROI	150%

Sales lead captured
Sales lead assignment
Sales lead management
Client performance
Sales qualification
Convert to clients

Sales Lead Generation

8thManage® CRM supports efficient capture of sales leads; distributes them to sales teams; and tracks them to ensure they are well utilized.

- Sales lead capture & assignment
- Sales lead qualification
- Sales lead conversion

Service Management

Delivering Good Customer Service

8thManage® offers a rich mix of service options that you can mix and match to deliver quicker, better, and more-efficient customer service. Standard Service is efficient and cost effective, while the Personalized Service will provide the extra, personal attention that VIP customers expect to receive.

Standard Service allows customers to log-on as "external users" and:

- View a list of service requests that the customer submitted in the past
- Create and submit new service requests
- Escalate a service request for prompt action

Standard Service

VIP Personalized Service
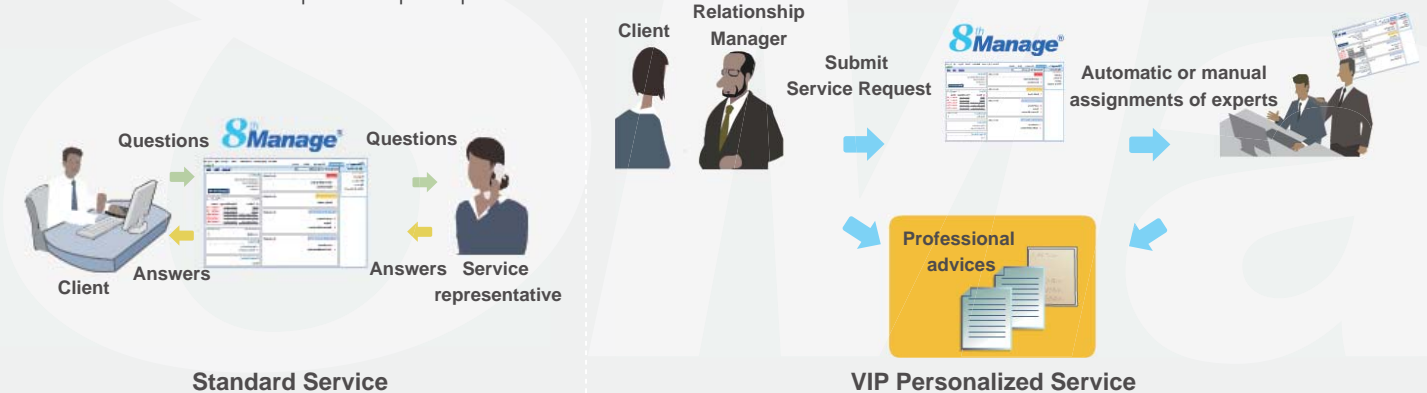
Personalized Service offers the services of a relationship manager who, on behalf of the client, can mobilize, utilize and coordinate resources in different groups and locations, to work together and to deliver the requested services to VIP Clients.

Excellent Tools for the Service Representatives

Comprehensive, up-to-the-minute and easily accessible information is available to support the customer service representatives.

- Client profile information
- Client operations, interaction and action information
- Online product & service catalogue
- Online knowledge base

Service Performance Management

8thManage® provides for the tracking of how well your service representatives serve your clients. These measures enable you to proactively address issues before they occur and continually improve service performance for enhanced customer satisfaction.

- Real-time service performance report
- Client escalation report
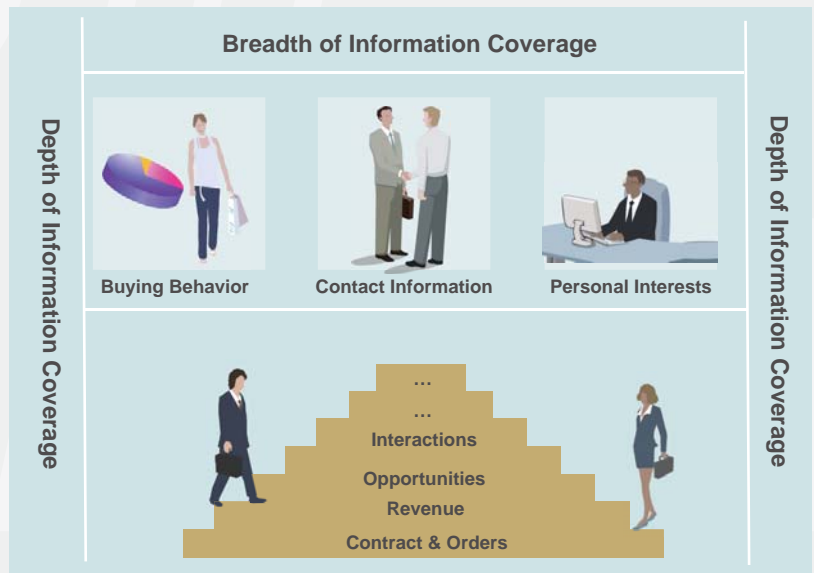- On-demand client satisfaction survey

Client Info & Contact Mgmt.

Client Information Management

8thManage® CRM offers an easy to use way to collect, update and access comprehensive client and contact information. This includes:

- General information
- Company organization structure
- Company legal standing and company value
- Company financial & credit status
- Contract information
- Personal information
- Personal interests & behavioral information
- Interactions records & action items
- Opportunities information
- Revenue performance
- Contract & order information
- Service tickets information

Breadth of Information Coverage

Depth of Information Coverage

Buying Behavior

Contact Information

Personal Interests

...
...
Interactions
Opportunities
Revenue
Contract & Orders

Depth of Information Coverage

The Repository has Breadth and Depth, and is Future-proof

The 8thManage® CRM Client Information and Contact Management models have the breadth and depth to allow all client information to be stored in one central place. The system is Future-proof since more fields can be added without coding to allow for expansion as the business grows.

Client Segmentation and Analysis

8thManage® CRM offers embedded BI technology to easily capture, disseminate and analyze client and contact information.

The captured client behavioral data can be used to generate standard analytical reports or, when queried by the 8thManage® CRM search engine, can yield custom segmentation reports.

Information Capture

Information Analysis

Marketing Campaign

Opportunity Generation

Contracts & Orders

Client Services

Embedded BI

Data Acquisition & Setting Up the Behavioral Database

The ability to set up a database to capture a vast amount of customer behavioral information, and having the ability to power search this database to identify specific groups of customers for sales and marketing purpose is a compelling business proposition. The concept is simple; the benefit is immense; with 8thManage® embedded BI, 8thManage® eSurvey and 8thManage® email campaign technology, users can accomplish all this with ease and have tangible results within days.


Practical Use of Embedded BI

Using the 8thManage® CRM Embedded BI system, a user can easily do the following:

- Identify customers for a given product or services
- Identify products or services for a given set of customers
- Identify product or service attributes that are preferred by your customers so that you can optimally build products and services around such attributes

When you have 8thManage® Embedded BI in-house and are able to leverage it at your discretion, its power is only limited by your imagination. Better still, the database and the tools are completely under your control; you don't have to entrust any proprietary information to outside vendors, but you can perform your own magic, in complete privacy and at practically no incremental cost.
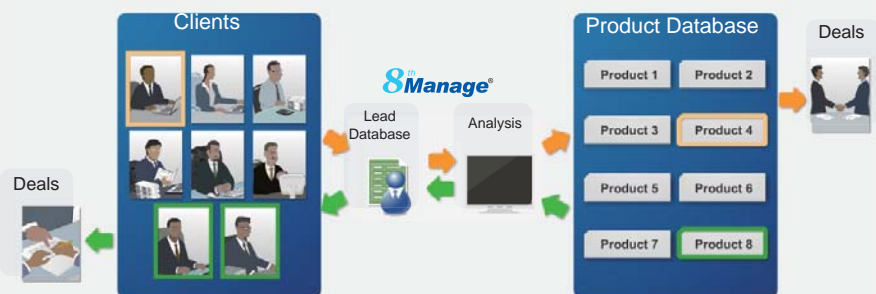
Membership & Loyalty

Using 8thManage® CRM Membership Management , you can design your own membership and loyalty programs to retain customers and promote additional businesses. 8thManage® CRM Membership Management can help you get closer to your high value customers and more effectively influence their choices and behaviors.

8thManage® CRM Membership Management allows you to design different types of memberships and privileges and it can automatically perform different levels of customer cares, record membership points members on special events, gifts and discounts. 8thManage® CRM Membership Management allows you to set promotion rules for different types of memberships in different geographical locations and manage membership-related gifts, coupons and discounts. 8thManage® CRM Membership Management also provide web-based member self-service to allows members to view their transaction and accumulated point summary and use their points to exchange the rewards that they want.

Technology & Best Practice

8thManage® CRM deploys the latest technologies and best practice so that more will be accomplished with less time and effort, yielding huge gains in customer satisfaction. Some of the innovations used include the following:

Using Technology

- Embedded BI customer segmentation & on-demand personalized email campaign
- Personalized multiple-dashboards
- Real-time online web-based platform with PDA/cell-phone access
- One Design One System with Dynamic BBS which allows for inter-module integration and guaranteed data synchronization

Using Best Practice

- Programmable automatic alert and escalation for conditions such as "new sales lead not assigned after n days"
- Global action list for accessing outstanding tasks for a client or for self
- eSurvey on-demand

Best Practice

Client & contact Management

Client Satisfaction

Marketing Campaign

8thManage®

Client Services

Sales Automation
收入

Contracts & Orders

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Technology

Supplier Management and Simple PM are optional add-on software to 8thManage® CRM
They are designed to seamlessly supplement standard 8thManage® CRM with added
specialty functionalities, and offer you super high performance business tools.

8th**Manage® CRM**

Wisage Technology is an international software product company with clients in many countries and regions, including the U.S., Canada, China mainland, Hong Kong, Macau, Taiwan, Malaysia and Singapore. All its products are mobile internet ready and can be accessed with IE, Firefox, Safari and Chrome browsers and we also provide different apps on Android and iOS. It offers perpetual licenses for all regions and SaaS in certain regions only for the following products:

8thManage® CRM : Mobile Internet CRM	**8thManage® eExpense** : Web & Smartphone Expense Report System
8thManage® SPM : Supplier & Procurement Management	**8thManage® eLeave** : eLeave & Leave Management
8thManage® Simple PM : Simple to Start & Extend PM	**8thManage® eTimesheet** : Web & Smartphone Timesheet System
8thManage® PM : Advanced Tool for Project Planning & Execution	**8thManage® eLearning** : Advanced eLearning System
8thManage® PMO : High Performance PMO	**8thManage® eSurvey** : Easy-to-use eSurvey System
8thManage® Finance : Strong Connectivity with Businesses & Operations	**8thManage® eDMS & KM** : eDocument & Knowledge Management
8thManage® HR : Human Capital Management	
8thManage® OA : New Generation Office Automation	
8thManage® BI : Point-and-click BI	
8thManage® O2O : B2C, B2B, eExchange, eSettlement & eERP	
8thManage® FAS : Knowledge Enterprise Full Automation Suite	
8thManage® eERP2 : Manufacturer eERP2	

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