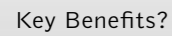




DESIGN MANAGER - PRODUCT BRIEF

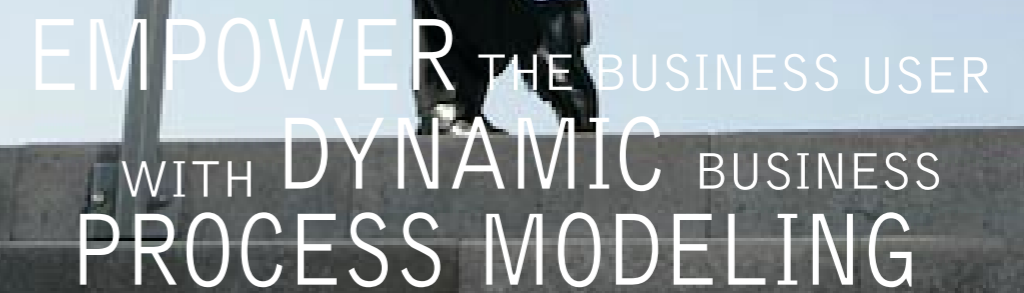


Key Benefits?

- ✓ Production Ready Proto-Typing based on vertical specific templates for end user empowerment in CRM solution design
- ✓ Adaptive Schema Generation rapid deployment with automatic business logic and data model modifications including drop-down menus; action buttons field level calculations, roll-up consolidation and audit trails
- ✓ Automatic Query By Examble generation for easy of use and implementation
- ✓ Local off-line design capabilities for flexibility team based customization and seperation of test environment
- ✓ Dynamic Database Communication for rapid real-time deployment of changes



Dialog Manager



EMPOWER THE BUSINESS USER
WITH DYNAMIC BUSINESS
PROCESS MODELING

Design Manager is part of the Dialog Manager CRM Suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships. The innovative technologies allow for business flexibility and speedy implementation that lets you stay ahead and constantly improve competitiveness while enabling rapid measurable return of your CRM investments.

Design Manager, DM SOFTWARE



EMPOWER THE BUSINESS USER WITH DYNAMIC BUSINESS PROCESS MODELING

Align business requirements and your own business processes with your CRM strategy through flexible dynamic implementation capabilities.

A NEW WAY TO DRIVE SUSTAINABLE BUSINESS VALUE

According to industry analysts between half and two third of all CRM projects fail. The most frequent reason cited is in one way or another lack of alignment with business strategy and lack of usability for end-users. Additionally as the competitive environment changes and business objectives are modified CRM projects often are too static in nature to adapt to these changes. Design Manager offers a new way to let business strategy drive your CRM implementation and enable you to easily and quickly adjust to changes in the business environment for optimal end-user adoption and flexibility that transforms your CRM solution into a competitive advantage.

EMPOWER THE BUSINESS USER WITH DYNAMIC BUSINESS PROCESS MODELING

Many organizations are learning expensive lessons due to difficulty translating business requirements to technology.

With Design Manager you are able to incrementally evolve your CRM solution as you gain experience during and after the initial implementation. Business users without any technical skills are empowered: Through the concept of production ready proto typing, to model business processes directly into Dialog Manager.

Conveniently modeling and testing can be done on the business user's own laptop and when the time comes either deployed directly into production

or handed off to the technical implementation consultant depending on project guidelines. Design Manager allows deep involvement of the business community enabling a CRM solution that inherently supports your key business objectives and business processes.

IMPROVE THE USER INTERFACE AND DATA MODEL ON THE FLY

User adoption depends in many cases on how well the user interface supports end-users. Unique to Design Manager is its capability to let end-users participate in the user interface design and automatically account for those modifications in the underlying architecture of Dialog Manager. As the end-user modifies the user interface they often discover the need to improve and extend the underlying data model.

With Dialog Manager the end-user simply drags the new fields onto the user interface and through adaptive schema generation, Design Manager automatically generates all needed changes to the physical data model including fine-tuning the underlying SQL statements. All extensions are dynamically generated while preserving the future upgrade path of Dialog Manager and ensuring you the lowest cost of ownership even when you customize your CRM solution.

DRIVE INCREMENTAL DEPLOYMENT WITH LEADING EDGE FUNCTIONALITY

As experience is gained with CRM and as your business environment changes improvements to the solution may be needed. Design Manager delivers the functionality and ease of use that enables you to evolve your CRM implementation on an ongoing

basis.

Through the use of Dynamic Database Communication (DDC) all modifications are generated in-real time and are immediately available for deployment.

Further extensions are added to the search function and Query By Example (QBE) screens are automatically updated to make the new information searchable. With traditional solutions you are typically forced to accumulate change requirements for long periods of time to justify the costly re-implementation.

However with Design Manager you can easily roll out improvements in small increments to ensure that your CRM solution never gets out of sync with the way you need to run your business.

DRIVE MEASURABLE RETURN ON INVESTMENT

Measurable return on CRM investments can fail to materialize due to lengthy static implementations that are not successful in supporting ever-changing business requirements.

Design Manager lets you start your CRM project small and after initial success, grow them fast to larger enterprise solutions and with the rapid production ready proto-typing approach you will see the results immediately. Further when you modify and extend the solution for tighter business fit you never lose the benefit of the ability to seamlessly upgrade the core Dialog Manager solution.

Design Manager allows you the level flexibility needed to always stay ahead of the ever-evolving business requirements.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns – the quicker the better.

Design Manager is a component of the Dialog Manager CRM suite, which allows you unprecedented speed of implementation through its extensive prepackaged set of template business processes, advanced data model and unique data driven proto-typing tools.

Additionally Dialog Manager dramatically increases the end-user adoption rate through an intuitive simple yet powerful user interface. Through batch and real-time interfaces Dialog Manager is easily seamlessly integrated with existing systems and data sources enabling you to bring customer information together cross the entire organization and make it actionable in Dialog Manager.

As a result, Dialog Manager offers the market's lowest total cost of ownership ensuring that you will see results in weeks, not months.