Centralize your corporate and customer information into one dynamic location

Business Process Management provides members of your organization with complete visibility into critical information, enabling more active and effective communication with clients, vendors and one another.

In order for information to have value, it must be tangible, current and accessible. Exact Macola 10 Business Process Management capabilities enable the right people to access the right information at the right time.

Business Process Management provides users a web-based interface which they can use to access and share corporate information from one centralized repository, giving employees the tools to manage and plan their own efforts and share their work and knowledge with others.

Business Process Management functions include:

- Workflow Management
- Customer Relationship Management (CRM)
- Document Management

Workflow Management

Exact Macola 10 has an embedded workflow engine which drives all business processes, aligns all parties involved in a process and automatically routes tasks to the next person in the chain – eliminating redundant work and reducing overhead. This workflow engine encompasses every aspect of the business that is critical to achieving the organization's goals – including activities, functions, physical documents, projects, customer orders, inquiries, sales call records and marketing events. Through workflow, each person in the organization knows exactly what is expected and when.

Exact Macola 10 workflow management is:

- **One Source for Activities.** All activities – and the information surrounding them – are located on one collaborative platform. As tasks and requests are created, they are available to employees, management, vendors, suppliers and partners.
- **Activity Monitoring/Exception Management.** Any task can be examined, analyzed or triggered at any time, for notification on involvement, due dates, follow-through, log jams and exceptions, including urgency level parameters.
- **Automated Flow.** Based on the request type, tasks automatically appear in an individual's workflow, according to the necessary actions dictated by the task. A task can require documentation, collaboration or deadlines, and can be defined to follow a resource path until the request has been processed. With accessibility to the same information and same set of rules, workflow management enables your company to become more responsible, reliant and proficient.

Customer Relationship Management (CRM)

With Exact Macola 10, you can put your customers first. It enables you to monitor, understand, manage and maximize sales performance, as well as leverage customer information into long-term customer loyalty and retention.

= **exact**

And it all comes together.

Exact Macola 10 CRM offers:

- **Management of the sales cycle**, from easy handling and uploading leads to a complete overview and monitoring of sales and pipeline opportunities within the sales channel, to closing the deal. CRM allows you to enjoy an overview of all opportunity details at a glance, including status, dates, responsible sales team members, etc.

- **Real-time analysis tools,** reports and ad hoc querying to help recognize issues before they impact the customer. Identify bottlenecks, capture diagnostic data and get real-time views of multi-channel customer activity with Dashboard Reports.

- **Financial management,** with broad-based views, specific information and detailed reports about everything from product updates, sales standings, customer support issues, financial transactions to related documents. All customer-related financial transactions are automatically associated with their account information, including outstanding payments, making them easily accessible to sales reps and remote offices when needed. The complete CRM toolset gives you the power to increase revenue through more satisfied customers and the ability to up-sell, cross-sell and have a higher win rate with new prospects.

- **Web-based human resource management,** customer and contact information management, workflow automation, document management and project management solution that integrates with your financial, manufacturing and distribution functions.

Document Management

Exact Macola 10 allows you to take advantage of a complete, centralized location of all the details crucial to your business by capturing the context of every business event or transaction in a meaningful way. This includes better access to organized information through web-publishable documents, which can be shared across the company, enabling open communication with customers, business partners and employees.

Exact Macola 10 Document Management is:

- **Protecting and leveraging your information to create value,** and organizing that information to make it readily available when needed.

- **Document creation, storage and management**. Meeting notes, emails, product announcements, policies, education manuals or supplier invoices can be categorized by marketing, management, finance or by any category defined by your company, making them easier to find and act upon quickly.

- **Security definitions to control accessibility.** This means your information can be shared at various levels within the company or externally, but only at your discretion.

- **Consolidation without duplication,** simplifying cooperation amongst employees and accelerating decision-making. Once a document is scanned, uploaded or entered, it is the only version that exists for reference, ensuring that identical information is shared by all those who view it.

To learn more about how Exact Macola 10 can help your business grow, contact us at 1.800.468.0834 or visit us online at www.ExactMacola.com

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