



SalesOutlook ASP Hosting™

Simple, Flexible, Affordable, and Reliable. Effective. It's SalesOutlook!

What Is SalesOutlook ASP Hosting?

SalesOutlook® is an easy-to-use add-on for Microsoft Outlook, Office and Exchange Server that turns Outlook and Exchange Server into a robust platform for collaboration and interaction – two essential elements of implementing a successful CRM strategy. SalesOutlook flips Outlook upside down to turn it into a true CRM application, enabling you to manage hierarchical Account and Contact relationships throughout the entire relationship lifecycle: marketing, sales, and service.

SalesOutlook ASP Hosting is a service offered by SalesOutlook, Inc. and its Certified Partners to enable small workgroups, departments, and organizations that do not own Microsoft Exchange Server to enjoy the benefits of CRM functionality within the Microsoft Outlook and Office environments.

Pro Net Consulting - Account

File Edit View Insert Tools Actions Form Layout Help

Accounts Associations

General Profile Information

Account Name: Pro Net Consulting

Account Number: []

Address: 103 W College Ave Suite 910 [update]

City: Appleton St: WI

Zip Code: 54911 United States of America

Phone: (920) 733-5222

Fax: (920) 882-0865

Web Site: www.pronetco.com

Account Information | Assignment | Custom Fields

Top Account Demo Sent

Ref Account Drip

Type: Certified Partner

Status: Premier

Version: Version 3.5e

Lead Source: Web Search

Fiscal Year End: None Parent: []

Contacts Opportunities Account Locations Documents My Tasks My Appts Notes Customer Service Qualify Spreadsheets Financials

Add Select Load Views

Bilyeu, Keith

Full Name: Keith Bilyeu
Company: Pro Net Consulting
Job Title: President
Business: (920) 733-5222
Mobile: (920) 205-5025
E-mail: keith@pronetco.com
Primary Contact: Yes
Contact Type: Certified Partner

Moynihan, John K.

Full Name: John K. Moynihan
Company: Pro Net Consulting
Job Title: Director of Software Services
Business: (920) 733-5222
E-mail: johnm@pronetco.com
Primary Contact: No
Contact Type: Certified Partner

Nenahlo, Tara

Full Name: Tara N
Company: Pro Ne
Job Title: Admini
Business: (920) :
Primary Contact: No
Contact Type: Certifie

123
abc
def
ghi
jkl
mno
pqrs
tuv
wxyz

Figure 1 – SalesOutlook 3.5e Account Profile Form



Why Choose SalesOutlook ASP Hosting?

Because SalesOutlook leverages the built-in tools, interface, and functionality found within Microsoft Outlook and Office applications, users adapt to its streamlined account-centric interface quickly and painlessly. Using SalesOutlook is just like using a turbo-charged version of Microsoft Outlook, and with SalesOutlook ASP Hosting, this powerful, flexible, and easy-to-use relationship management tool is available to any group in any location, regardless of its size.

SalesOutlook ASP Hosting provides the Exchange Server and the experienced staff of professionals to manage and administer your SalesOutlook CRM system. You just use it and enjoy its benefits. All you really need is a computer or notebook with Microsoft Outlook and Office 2000 or XP installed on a Windows 98, Me, 2000, or XP operating system. With these underlying technologies in place, you will be able to run a simple setup program to install SalesOutlook. Best of all, a SalesOutlook Certified Technician will work with you personally to get you “up and running” quickly and painlessly.

SalesOutlook provides a framework and structure to your front office information. It turns the jumbled mess in everyone’s mailbox on your Exchange Server into a valuable enterprise information asset. Sales reps, managers and executives often live and die by email. SalesOutlook is built on email, but it does so much more than email, tasks, and appointments.

Keith Bilyeu - Account Contact

File Edit View Insert Tools Actions Form Layout Help

Save and Close [Icons]

Account Contact Associations Details Activities Certificates All Fields

Full Name... Keith Bilyeu Primary Contact

Suffix [Dropdown] Business (920) 733-5222 Contacts.. [Dropdown]

Job Title: President Business 2 [Dropdown] Assign to: Mark Engelhardt

Company: Pro Net Consulting Business Fax [Dropdown] Team: Gary Cawley; Craig Woirhaye

File As: Bilyeu, Keith Mobile (920) 205-5025 Message Folders [Dropdown] Use Default

Contact Type: Certified Partner From [Dropdown] To [Dropdown]

Address... 103 W College Ave Suite 910 Appleton, WI 54911 E-mail keith@pronetco.com

This is the mailing address

Business [Dropdown] Email Search String: [Text] Web address: <http://www.pronetco.com>

Notes Cust. Service Messages From Documents My Tasks
 Oppt/Project Mailings Messages To Spreadsheets My Appts

Unsubscribe	Mailing	Delivery Method	Company	Full Name	E-mail
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SalesOutlook ASP Hosting Leads & Prospects (Drip)	Pro Net Consulting	Keith Bilyeu	keith@pronetcc
<input type="checkbox"/>	<input type="checkbox"/>	SalesOutlook Certified Partner Letter	Pro Net Consulting	Keith Bilyeu	keith@pronetcc
<input type="checkbox"/>	<input type="checkbox"/>	SalesOutlook CRM Product Updates	Pro Net Consulting	Keith Bilyeu	keith@pronetcc
<input type="checkbox"/>	<input type="checkbox"/>	Your SalesOutlook Newsletter	Pro Net Consulting	Keith Bilyeu	keith@pronetcc

Figure 2 – SalesOutlook 3.5e Account Contact Form



SalesOutlook offers tools to carry out effective marketing campaigns, tools to manage your revenue opportunities through the sales pipeline and your commitments to your customers through your delivery cycle. It also offers tools to help you elevate the level of service you provide your customers and business partners. SalesOutlook ASP hosting enables you to enjoy all of this rich functionality, complete with support for offline, disconnected use without the traditional cost and effort related to owning and managing an Exchange Server. With SalesOutlook ASP Hosting, you can outsource it all for one affordable monthly expense.

What Makes SalesOutlook ASP Hosting Unique?

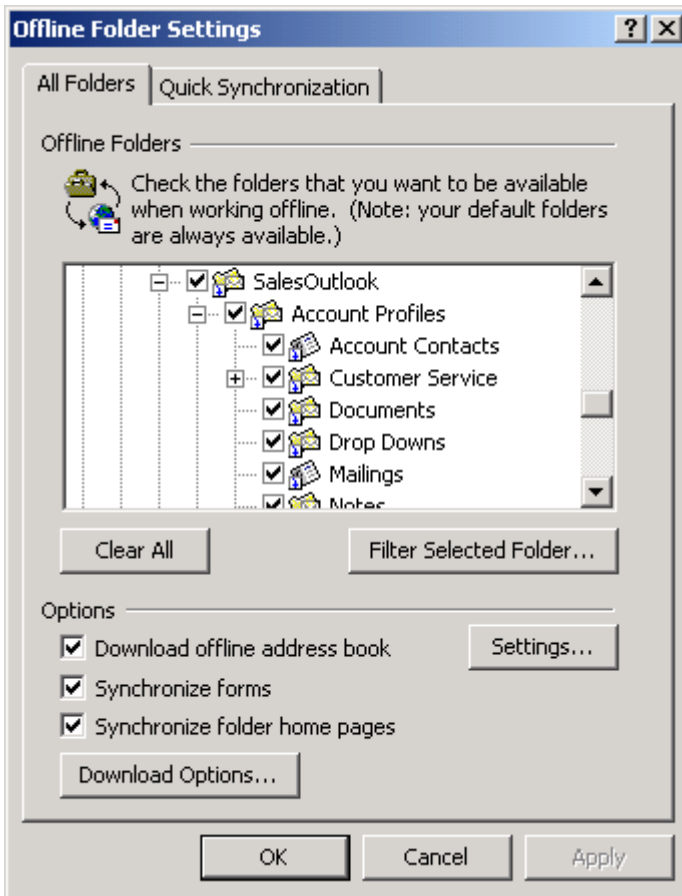


Figure 3 – SalesOutlook 3.5e Offline Folder Settings

Besides being a set of CRM tools that are used within the Microsoft Outlook and Office environments (as opposed to a separate application that may or may not integrate with Outlook and/or Office), SalesOutlook further distinguishes itself because it uses the built-in Microsoft synchronization technology that makes information available for use offline, when a connection to the Internet is not available.

SalesOutlook stands ready to serve the needs of field and mobile professionals anywhere, anytime, online or offline. Unlike the traditional ASP delivery models that require “active” Internet connections, SalesOutlook is engineered to be just as simple, just as powerful, and just as effective offline as it is while working connected to the server through the Internet. For this reason alone, SalesOutlook ASP Hosting offers what these competitors do not.

Another key difference between SalesOutlook ASP Hosting and its competitive offerings is the level of flexibility you have with our hosting model. With SalesOutlook ASP Hosting, you are always in control. You are licensing the software, right? It is your data, right? Unlike other hosting providers, we recognize that you need to stay in control of your most precious information assets.

Here’s how SalesOutlook ASP Hosting puts you in the driver’s seat:

- ✓ You have several choices regarding the administration and management of your hosted SalesOutlook system. Using Microsoft’s Remote Desktop and Active Directory, our hosting provider creates an organizational unit for your group and user accounts for your team. Once these are created, your own Administrator is enabled to manage your system. Or, if you lack the expertise or prefer to outsource everything, your SalesOutlook Certified Partner can be designated the Administrator of your organizational unit. The choice is yours.



- ✓ SalesOutlook, as a hosted solution, is designed to be both configurable and customizable. It is configurable in that it has several built-in features that make it very easy to quickly change the labels of fields and the values appearing in “drop down” choice lists. It is customizable in that the source code lives within the custom Outlook forms, and your SalesOutlook Certified Partners are capable and qualified to add new fields, enforce business rules, and automate workflows to meet your specific needs.
- ✓ Security is very flexible with the optional SalesOutlook Active Security module. This module uses the Exchange 2000 Workflow Designer to manage security on items at the file-system level. This enables you to develop and enforce item-level, team-based security policies on a folder-by-folder and user-by-user basis. No other CRM application gives you the ability to control security at the item level for information stored in Microsoft Exchange’s Public Folders.
- ✓ Reporting is flexible with SalesOutlook, unlike some competitive offerings. With SalesOutlook, creating a “quick list” is as easy as selecting a view that contains the information you want and selecting the print option within Outlook. Creating a “quick analysis” is as easy as selecting the rows in any grid-style view in Outlook, selecting Copy from the menu, opening Microsoft Excel, and then Pasting the copied records into the Excel spreadsheet. Excel automatically formats the information into rows and columns, so you are ready to analyze, summarize, and report on the information in any format that best suits your needs. Also, with built-in support for industry-standard Crystal Reports, our SalesOutlook Certified Partners can meet your most complex reporting requirements and information needs.

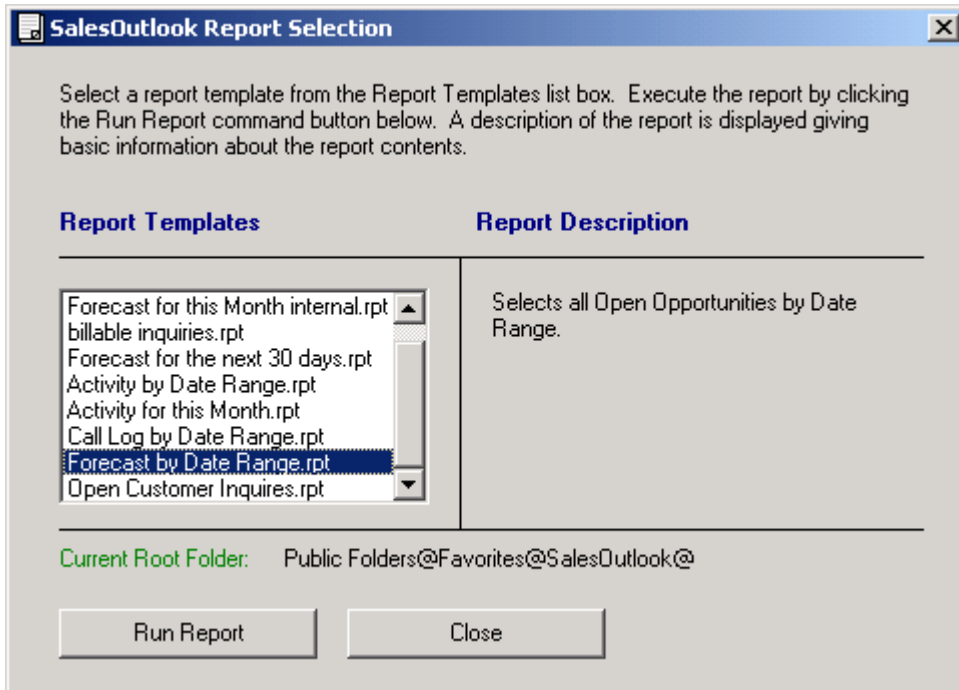


Figure 4 – SalesOutlook 3.5e Crystal Report Selection Menu

SalesOutlook continues to break new ground with first-to-market features like CRM within Microsoft Outlook, item-level security within Exchange Public Folders, and support for offline use ... even as a hosted application. And, with SalesOutlook ASP Hosting, you get to benefit from our leading edge SalesOutlook technology on an affordable monthly, pay as you go plan. Long-term contracts are available at discounted rates for those organizations that opt for hosting services for one year or more.



How Much Is SalesOutlook ASP Hosting?

Affordable is the answer. While the actual per-user, per-month cost will vary from organization to organization depending upon the specific requirements, storage capacity, traffic volume, and reporting requirements of each situation, the basic monthly “subscription” price for SalesOutlook CRM Hosting starts at a low \$59.99 US monthly per user.

Organizations electing to add the SalesOutlook Active Security module can expect to pay an additional \$9.99 US monthly per user. There is also a \$100 one-time setup fee per organization (not per user). Additional charges for storage, traffic, administration, support, and development services may apply in some circumstances. Please contact your SalesOutlook representative for detailed pricing information.

Flexibility, Agility, Manageability, Reliability, and Affordability.

SalesOutlook ASP Hosting offers greater flexibility than do most hosted CRM solutions. It provides you with the agility you need to compete in today’s constantly changing business climate. SalesOutlook ASP Hosting also provides you with the system management services you need. You get to choose how much.

If you or one of your team members is capable, the SalesOutlook ASP Hosting model enables you to administer your own SalesOutlook system to keep costs down. However, in the event you want to rely on SalesOutlook, Inc., Pro Net Consulting, or another SalesOutlook Certified Partner to administer, customize, manage and support your SalesOutlook system for you, you have that choice too. SalesOutlook ASP Hosting is all about choice, and it’s all about reliability and affordability too.

With traditional hosted applications, if your Internet connection is down then you are down. Without an “active” Internet connection, most hosted applications do not function. This is not the case with hosted SalesOutlook systems.

SalesOutlook is engineered from the ground up to be used as an “offline”, mobile CRM solution. Therefore, if your System Administrator (or one of our Certified Partners) configures your users for offline use, then you can use SalesOutlook any time, from any location. With offline support, you can even use your hosted SalesOutlook application while sitting in an airplane at 35,000 feet over the Atlantic Ocean while in route to London! Try that with Salesforce.com!

Most importantly, your information is always available with SalesOutlook ASP Hosting, even when the Internet is not available for one reason or another. That means that you will provide better service to your customers because you will always have access to your critical business information, even when your Internet connection is down or one is not available. That’s real business value.

SalesOutlook ASP Hosting – Real Business Value

When you put it all together, SalesOutlook ASP Hosting is an affordable solution for any organization wanting to take advantage of using Microsoft Outlook to aid its people in becoming more customer focused. Starting at less than \$60 US monthly per user, SalesOutlook ASP Hosting is an economical alternative to buying, deploying, and managing Microsoft Exchange if you do not already own and use it.

If you already own and use Exchange, then you may want to purchase SalesOutlook licenses outright and “host” your own Outlook-based CRM solution for your Exchange users. But maybe you prefer to outsource. Maybe your budget is limited and you do not have the funds to purchase the SalesOutlook licenses outright. Perhaps you don’t own Microsoft Exchange but would like to take advantage of the common sense approach of putting CRM tools and features into Microsoft Outlook and Office.



That's why Pro Net Consulting and SalesOutlook, Inc. created the SalesOutlook ASP Hosting Service. We created it to be flexible, manageable, affordable and reliable. After all, it's SalesOutlook. It's Simple. It's Affordable. It's Effective. Most of all ... It's Practical.

The screenshot displays the 'Pro Net Consulting - Opportunity' form. At the top, there's a menu bar (File, Edit, View, Insert, Tools, Actions, Help) and a toolbar with icons for Post, Save, Print, Copy, Paste, Undo, Redo, and Help. Below the menu is a tabbed interface with 'Opportunity/Project', 'Associations', and 'All Fields' tabs. The form fields include: Account: Pro Net Consulting; Account Owner: Mark Engelhardt; Team: Gary Cawley; Craig Woirhaye; Name: AT&T - SalesOutlook Hosting - 12 mo Subscription; Product: SalesOutlook ASP Hosting; Type: Opportunity; Lead Source: Partner (Motherboard, Ltd.).

Below these fields are three tabs: 'Opportunity', 'Project', and 'Contacts'. The 'Opportunity' tab is active, showing a progress bar with stages: Lead Qualified (checked, 6/13/2002), Discovery Needs Analysis (None), Product Presentation (None), Proposal (None), Contract Signed (None), Opp Won Create Project (None), Total Opportunity Amount (\$18,000), and Probability (10%). Other fields include Opportunity Status (Open), Expected Close Date (7/13/2002), Won/Lost Analysis (None), Actual Close Date (None), Competitor (salesforce.com), and Seats (25).

At the bottom, there are radio buttons for 'Notes', 'My Tasks', and 'My Appts', and an 'Add' button. Below this is a table with columns: Note, Type, Contact Name, Created by, and Created. The table contains one row with the text 'Click here to add a new Note' and a message 'There are no items to show in this view.' below it.

Figure 5 – SalesOutlook 3.5e Opportunity / Project Form

For more information about SalesOutlook ASP Hosting, please visit our web site at www.salesoutlook.net, or send an email to salesoutlookasp@salesoutlook.com. You can also contact us by phone at (770) 642-4923.

To locate a SalesOutlook Certified Partner near your location to help you understand the features and benefits that SalesOutlook CRM offers, please visit our Partner Directory on our web site at www.salesoutlook.net/findpartner/search.asp.

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