

Steam Software

Today organisations across the globe are under greater pressure to increase revenues and improve shareholder value, although budget constraints are more and more onerous. As a consequence a defined

customer growth and retention strategy - and the "work from anywhere" browser based **MIS** and **CRM** systems to support it - is becoming seen as a **business essential rather than a nice to have option**.

UNIFIED BUSINESS SYSTEMS

Steam Software write and distribute proprietary Sales, Marketing and Knowledge Management software that operates via the internet to speed up system implementation and reduce system costs. One simple overriding principle is because there is no hardware, software or network equipment to purchase and because our applications are accessed through a standard Web browser, your IT

department will not need to implement or maintain our solution, saving you money. Many of the "usual" PC based costs simply do not apply with a browser based Business Builder solution. There is no need to be concerned about specifications of your PC's because if you are running a reasonably recent browser, for example IE or Firefox, your PC's are already capable...

Although just CRM can be purchased, Steam has written and distributes a family



Our Business Builder Proposition

Our Business Builder software is accessed via the web, meaning you save money by not needing the latest hardware or expensive on site software installation. It is written in and underpinned using our Java 2 based Net-Nucleus technology which means that (if you are hosting the system) it can be maintained using HTML skills rather than expensive Java programmers, keeping ongoing system maintenance costs down and considerably improving your system security.

This also means the system can be accessed using WAP technology from mobile phones, hand held devices, and multiple languages can be recognised and displayed automatically on the system according to the address of the user. (chargeable extra). Future access technologies can be readily incorporated into Business Builder due to its proprietary templating structure.

The Business Builder solution tells you where your orders are going to come from, what your staff are doing, which customers or prospects are most important to you and what people are likely to buy from you. The likelihood of getting orders, and keeping your clients, increases significantly as you make your relationships work harder for you. Your order pipeline is readily tracked in an objective not subjective way, and your field and telesales teams can be tracked and controlled. When quotes are confirmed as orders they are simply exported to your legacy systems, either automatically or manually. System users can send actions to other non sales staff either on the BB system, or via Outlook to company staff not registered on Business Builder.

Contact Manager

The ideal tool for sales and sales support staff that allows full integration, planning and implementation of all sales activity. Includes all the features of our database software

Ideal for key account management or new prospect development.

Campaign Manager

Customer and Prospect databases for effective direct marketing and powerful information management. Also suitable for CRM strategy implementation.

MSP

The ultimate sales and marketing productivity Tool that combines all the features of our database, catalogue and contact management software with a unique opportunity management and quotation module.

CRM Operations Centre

This package gives you the facilities of a comprehensive inbound call centre, enabling tracking and management of customer queries.

of business integration products under the brand **Business Builder**. All systems are written in Java 2 and access via the web, from simply anywhere with browser access to the internet (thin client technology). Options include renting the applications, or if required configured and customised to your specific business need, the model for all Steam Software installations is that we are happy to take our robust, proven products and cost effectively configure or customise them to your requirements and a licence can be purchased.

The product family sits on the proprietary rapid application toolset **NetNucleus** and incorporates a full functionality CRM system, Knowledge Management and ecommerce solutions, which share common reporting and product database modules. Using Steam Technology the full supply chain can be automated and managed via the web: Supplier and Customer Portals are often incorporated into the business system, with



legacy system data seamlessly integrated into your on line single Business Builder database to graphically provide an automated view of key business analytics.

This level of flexibility provides best of breed future proofing of your investment,

excellent data security as staff cannot download your data to laptops and 128 bit encryption, and cost effective management of your multi site business processes on one database.

BusinessBuilder

BusinessBuilder has the following advantages:

- Access your database from anywhere in the world with browser access to the web.
- Work via PC / Laptop /handheld devices or even your mobile phone.
- Software is platform independent, works via most commercially available browsers.
- No "hidden" third party licences needed, no Terminal Server licences needed.
- Unlike most other web based CRM solutions, Business Builder has been built from the bottom up to work via the internet rather than being a modification of PC based technology. This makes it faster to use both for system access and reporting structures.
- Excellent Data security - data is not downloaded to reps PC's, so they can't leave with your valuable data.
- Full 128 bit encryption for Business Builder within NetNucleus, the technical core of Business Builder. Just like secure credit card sites, the chances of hostile hacking of your system are reduced.

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CONTACT MANAGEMENT PACKAGE

The ideal tool for sales and sales support staff that allows full integration, planning and implementation of all sales activity.

Includes all the features of our database software Ideal for key account management or new prospect development.



Over the past 10 years there has been a rapid growth in Contact Management or Sales Force Automation systems (SFAs) as they have demonstrated their usefulness in improving sales performance and competitive advantage. The Business Builder Contact Manager system now offers business a customisable system that is both easy to use and can be linked to the other modules in the Business Builder range. It can also produce substantial gains in sales productivity by improving planning, co-ordinating activity and increasing effectiveness.

This product features the following main menu options

- Customer database
- Prospect Database
- Scheduler
- Diary
- Campaign Planner (not e-mailshot)
- Supplier Database

**EASY INSTALLATION WITH MINIMUM BUSINESS DISRUPTION,
JAVA2 WEB BASED BUSINESS MANAGEMENT SOFTWARE
WRITTEN AND SUPPORTED IN ENGLAND**

DTI figures: web based software typically costs 25% less to install than client / server systems

Key Functions:

- Appointment Scheduler and time manager with pop up calendar to aid planning
- Unique one screen working platform reduces time spent screen hopping
- Internal Task Allocation allows you to move tasks to support staff schedules reducing the time and costs spent on internal Communication
- Detailed Daily Activity Reports for field staff to use during the day and to help reduce time writing after call reports
- Integrated with Sales Quadrant Methodology to encourage pre call objective setting and post call planning and implementation
- Management Reporting by operative with quote ratios and company analysis reduces time spent compiling valuable statistics
- Simple to use reschedule button
- Calls remain at the top of the schedule until completed making sure jobs must be actioned - no deletion of records is possible
- Ability to add specific customers or prospects to all staff schedules allows you to set campaign benchmarks
- Ability to suspend contact for non productive prospects
- Records who enters data as well as who allocated to give all staff the full picture when talking to customers and prospects
- Letters e-mails and documents can be linked to diary / schedule entries for past and future calls to enable fast and simple data retrieval and reduce the time spent filing and retrieving

Links with most e-mail management systems for seamless integration into legacy systems

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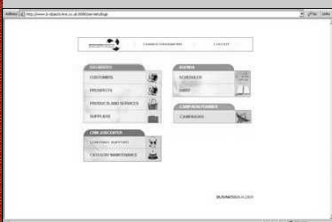
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CRM OPERATIONS CENTRE

Service, Support and Task Management Centre

The growth of call centres to improve customer service has been a major marketing development over the last few years. This package gives you the facilities of a comprehensive inbound call centre, enabling tracking and management of customer enquiries, queries, technical support as well as allocate staff tasks to comply with Business Process Management methodology. The module facilitates measurement of service levels in line with the implementation of any CRM or query management Strategy to monitor measure and improve customer service. It links directly to

By putting this software at the centre of your marketing strategy it can help you implement a proactive CRM strategy.



The Category database enables you the flexibility to use call centre to monitor anything you want from inbound calls to job progress tracking. This product features the following main menu options

CRM Operations Centre - For entering new calls or to review current calls

Staff Task List - For tracking manager or worker tasks with timescale performance against objectives



Support Contracts - For entering and maintaining details of support contracts

Category Maintenance - For entering and maintaining categories of calls with time-scales

CRM Follow Up - For viewing/ maintaining details of follow up calls

CRM Statistics - Reporting options behind the system

Priority Maintenance - For entering and maintaining service level details

Operative Database - For entering and maintaining details of users of the CRM Call Centre

Key Functions:

- Can be linked with other Business Builder modules –
- Customers, Prospects & Products
- Can be used for complaints, enquires, contract monitoring or as a technical help desk
- Can automatically input enquiry forms from the internet & be web enabled
- Can generate a series of powerful reports to monitor performance
- Can set your own colour coded priority service levels in days, hours & minutes
- Enables easy recording of customer requests for monitoring of performance
- Enquiries can be allocated to specific operatives
- Enquiries can be viewed by Number, Customer, Date, Priority, Status and Type
- Enquiries can be viewed by single operative or as all enquiries
- Simple print function allows easy use of the system where offices are only part computerised
- Enquiries can be categorized by type – full database
- Enquiries can be monitored on screen
- Allows automated responses to specific queries
- Word, Excel & PDF Documents can be linked to specific calls
- Series of custom designed auto mail merge templates are available

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CAMPAIGN MANAGEMENT & IMPLEMENTATION (CMI) SYSTEM

Customer and Prospect databases for effective direct marketing and powerful information management. Also suitable for CRM strategy implementation.



This package comes complete with all you need to organise powerful databases combined with the tools to implement and manage your marketing activity.

The package includes de-duplication tools and the ability to action fax, email, direct mail and even telesales campaigns directly from your desktop.

This product features the following main menu options

Customer Database
Prospect Database
Campaign Planner
System Functions
Eshot
Scheduler / Diary & Organiser
SMS (additional charge)

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JAVA2 WEB BASED BUSINESS
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Key Functions:

- Powerful Customer and Prospect Databases
- Ability to search by contact within a company
- Built in duplicate checking for insert or import of new data
- Unlimited contacts per company with flexible additional database per customer
- Source Code to allow you to monitor marketing productivity
- DTI Size Coding, SIC Codes &

- UK Post Codes allow accurate targeting of potential customers to reduce wasted time prospecting
- Comprehensive contact history enables easier understanding of requirements and development of a CRM strategy
- Easy campaign recording for all marketing campaigns helps you monitor results and plan future campaigns. Full budget and objective
- storage
- Powerful Label, report and auto-fax generator for direct marketing
- Integrated Document templates for easy letter production linked to Microsoft Office for easy document storage and retrieval
- Sales Territory or Delivery Schedule Planner to help improve productivity
- Support Staff Databases makes internal communication easier
- On-line search and query functions makes finding customers or prospects easier
- Free type notes fields in all databases with cut and paste functionality allows the generation of scripts, reminders and storage of additional information
- Prospects can be easily converted into accounts reducing duplication of data entry
- Ability to print customer & prospect records for field sales staff.

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MARKETING & SALES PRODUCTIVITY SYSTEM (MSP)

The ultimate sales and marketing productivity Tool that combines all the features of our database, catalogue and contact management software with a unique opportunity management and quotation module

EXAMPLE SCREENS



Research surveys have indicated that sales can be increased by as much as 30% by adopting an MSP system. This software is much more than just a way of storing and organising data. This complete sales and marketing software solution controls every aspect of your business from cold prospecting to confirmed orders. It will integrate and coordinate your sales and marketing activities for sales pipeline tracking and maximise potential return. It will encourage best practice and introduces Customer focussed methodology to the business. Product database features enable telesales prompts that develop cross selling opportunities and reduce time taken before new staff are "up to speed" and effective This product features the following main menu options

- Customer Database
- Prospect Database
- Scheduler
- Diary
- Quotation Manager Database
- Campaign Planner (including e-shot)
- Product Database / Catalogue
- Operations Centre Database
- Territory Manager
- Supplier Database

EASY INSTALLATION WITH MINIMUM BUSINESS DISRUPTION, BUSINESS BUILDER JAVA2 WEB BASED BUSINESS MANAGEMENT SOFTWARE WRITTEN AND SUPPORTED IN ENGLAND

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Key Functions:

- Powerful Customer, Prospect, Supplier & Support Staff Databases
- Quotation probability management helps you allocate your time most profitably and OBJECTIVELY assess sales pipeline
- Integrated with Sales Quadrant methodology to encourage call objective setting and next call planning
- On line gross profit calculation by product and by quotation that aids sales negotiation (when Product DB populated)
- Flexible quotation software that is linked to Customer and Prospects to save time spent viewing and retrieving quote information
- Linked product file and script storage to maximise cross sales opportunities and store product spec documents
- USP file to allow easy tailoring of sales presentations
- Campaign recording for simple promotional campaign validation
- Custom Print Management Function allows flexible label, letter, report & autofax generation
- Sales Territory or Delivery Schedule Planner
- Linked to Microsoft Office for easy document storage and retrieval for customers, prospects, products and schedule entries
- Ad-hoc query tool to allow simple yet powerful on screen searches of all database
- Simple job allocation reducing time and money wasted on internal
- Powerful on line product database and catalogue is linked to all relevant product documents
- Comprehensive Management Reporting helps reduce the time you spend compiling statistics
- Appointment Scheduler and time manager on a unique one screen working platform

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