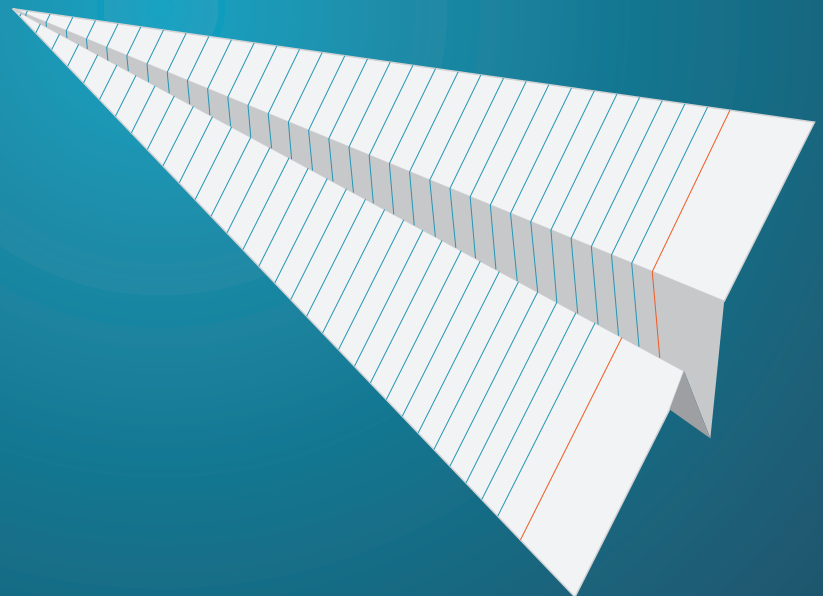




DATA SHEET

ConcourseSuite 5.0

A Complete Front Office Solution



Introducing ConcourseSuite 5.0

A Complete Front Office Solution

ConcourseSuite, the Next Generation Front Office Solution, has arrived. Rather than solely aggregating massive amounts of data about customers, it offers a unified solution to all front office activities. It ties together websites, content management, social networking, and many other channels of customer communication. It embraces the always-on, always-connected world. It incorporates Enterprise 2.0 technologies to enable much richer, many-to-many interactions among companies, their customers and other communities of interest. No other solution in the market today approaches its broad, integrated functionality.

ConcourseSuite embraces openness—open standards, open business models, open source, public APIs. It shuns customer lock-in; instead, it lets customers reuse their existing software, integrate with legacy applications, even utilize old CRM systems.

Next Generation CRM enables a new kind of enterprise—the Extended Enterprise—in which companies work not only with their suppliers and customers but also with resellers, distributors, franchisees and agents. Extended Enterprises can deploy the ConcourseSuite platform to serve not just the enterprise itself but its dealer channel, franchisees, network of agents or online affiliate network.

Extended Enterprises seek a platform to build new functionality, not just a complete CRM solution. They hope to reuse their Java-based software components in other applications and integrate legacy systems with CRM. Unlike “closed box” systems of other CRM vendors, ConcourseSuite provides these platform features. ConcourseSuite delivers, a scalable, flexible architecture with robust security and ease of use.

ConcourseSuite includes all the basic functionality of previous generations and adds more, allowing companies to:

- › Run their public websites, including their e-commerce catalogs, from one application.
- › Interact with customers however those customers desire by adding Web 2.0 and social networking capabilities (re-christened Enterprise 2.0 for the business world).
- › Capture all customer data—web statistics, CRM, Enterprise 2.0 and transactions—in a single database.
- › Deploy the application in radically flexible ways that suit companies' size, budget and IT capabilities.
- › Deliver massive scalability and ease of use.

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About ConcourseSuite 5.0

ConcourseSuite Modules

- ✓ Leads
- ✓ Contacts
- ✓ Accounts
- ✓ Pipeline
- ✓ Products
- ✓ Quotes
- ✓ Communications
- ✓ Projects
- ✓ Help Desk
- ✓ Documents
- ✓ Reports
- ✓ Website

Advanced Functionality

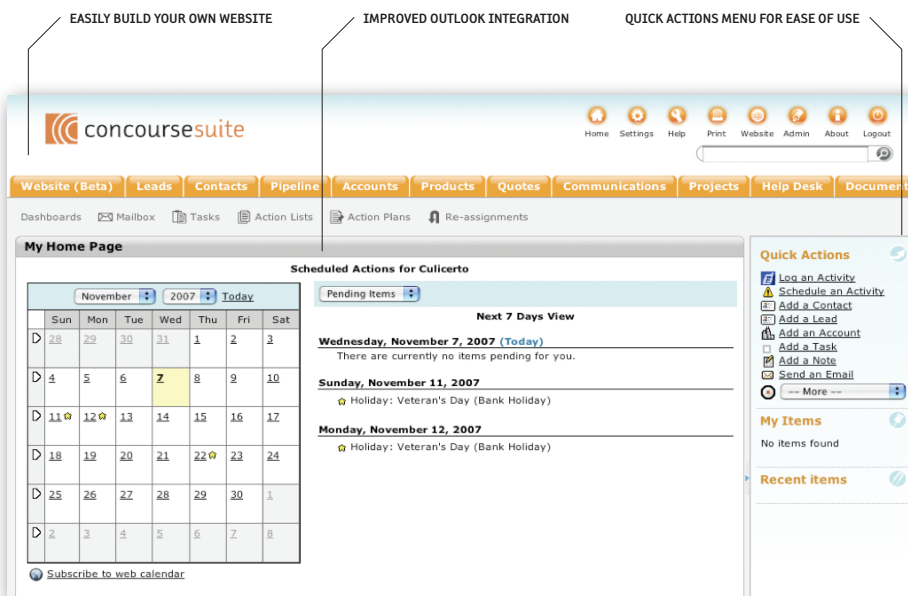
- ✓ Social Networking
- ✓ Content Management
- ✓ Integrated Communication
- ✓ Document Storage
- ✓ Project Management
- ✓ Team Collaboration

New Features

- ✓ Outlook Integration
- ✓ Website Module
- ✓ Portlet Technology
- ✓ eCommerce Features
- ✓ Custom Dashboards
- ✓ Enhanced Searching
- ✓ Quick Actions Menu
- ✓ Offline Client

Key Features

- ✓ **Easy Installation.** You will be up and running in minutes with our easy installation.
- ✓ **Radical Flexibility.** Multiple deployment options let you choose how you want to use the system.
- ✓ **True "Multi-Tenant".** Use one server to host multiple CRM instances for true Extended Enterprise architecture.
- ✓ **Help Desk.** "World Class" help desk system used by prestigious companies such as The Weather Channel and U.S. Foodservice.
- ✓ **Mix and match infrastructure.** Specify your preferred operating system, database, and server environment. Move seamlessly from one choice to the other with no data migration hassles or service interruption.
- ✓ **Unbreakable Upgrades.** The SAME, OPEN software code powers all of our systems, letting you start with one deployment or infrastructure choice, and migrate to any other with no disruption of service.
- ✓ **Open Source.** Easy to deploy and maintain; low cost of ownership; flexible; enhanced control.
- ✓ **Integrated project management.** Project planning and execution, discussion forums, brainstorming, document management, trouble tickets, and distributed teams with a variety of access permissions.
- ✓ **Action plans.** Easily build "best practices" into a standardized, graphical workflow for any user.



EASILY BUILD YOUR OWN WEBSITE

IMPROVED OUTLOOK INTEGRATION

QUICK ACTIONS MENU FOR EASE OF USE

concourse suite

Home Settings Help Print Website Admin About Logout

Website (Beta) Leads Contacts Pipeline Accounts Products Quotes Communications Projects Help Desk Documents

Dashboards Mailbox Tasks Action Lists Action Plans Re-assignments

My Home Page

Scheduled Actions for Culicerto

Pending Items

Next 7 Days View

Wednesday, November 7, 2007 (Today)

There are currently no items pending for you.

Sunday, November 11, 2007

Holiday: Veteran's Day (Bank Holiday)

Monday, November 12, 2007

Holiday: Veteran's Day (Bank Holiday)

Quick Actions

- Log an Activity
- Schedule an Activity
- Add a Contact
- Add a Lead
- Add a Task
- Add a Note
- Send an Email
- More

My Items

No items found

Recent items

The Local Business Dilemma

Small to medium-sized companies encounter the same business challenges of larger firms, yet they don't often have the financial, technical, or human resources to clear these hurdles effectively.

To compete in today's world, businesses have to maintain a website, update online product catalogs, plan and execute print and web-based marketing campaigns, manage sales people, handle customer service inquiries...and make a profit!

The Solution

ConcourseSuite offers a complete front-office solution that combines customer relationship management, online presence management, marketing, team collaboration and customer service - all on one easy to use platform!


- > Leads/Pipeline
- > Customer Service
- > Marketing
- > Team Collaboration
- > Website
- > Content Management

In addition, ConcourseSuite provides the ability to quickly customize or add functionality via a flexible Portlet plugin architecture.

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ConcourseSuite sets the standard for Next Generation CRM

Next Generation systems start with the full capabilities of any older CRM software, then adds the extended capabilities and flexibility of a true platform. In building our full front office solution, we listened to companies of all sizes and built ConcourseSuite based on customer requirements and feedback.

- › **Integrated Websites, Product Catalogs and Contact Forms.** Today, a compelling website often serves as the first step in the sales process. ConcourseSuite lets companies create and manage public web sites from their CRM application. With its built-in shopping cart and product catalog, ConcourseSuite allows companies to manage their entire front office operation from a single application.
- › **Reuse and Open Standards.** Any business-critical system should rely on open industry standards, not proprietary protocols that lock customers in. By supporting the industry standard JSR 168 specification throughout, ConcourseSuite allows companies to create and reuse standards-based Java Portlets. Any existing Portlet can be deployed into ConcourseSuite, even if it was developed for another application.
- › **Integration with Legacy Systems.** The Next Generation CRM system must work with legacy software that customers have deployed.
- › **Web-based Technology.** For flexibility and ubiquitous access, Next Generation CRM must be lightweight web-based systems, not heavy client-server applications. ConcourseSuite allows users to create custom dashboards and mash-ups by aggregating their existing Java portlets or tapping widely available web content such as Google Maps.
- › **Control of Proprietary Client Data.** Companies want to control their own client data if they so choose, instead of ceding that data to their hosted CRM vendor. ConcourseSuite lets users store customer data on their own premises, not the hosting vendor's servers. It works with virtually any database—postgreSQL, MySQL, Microsoft SQL Server, Oracle, IBM DB2.
- › **Robust Security.** Apply rock-solid but flexible safeguards. With ConcourseSuite, security starts with building in Java, a proven enterprise foundation, not a scripting language. Atop that Java base, the elements of ConcourseSuite comprise a single application, strengthening security. No data is transferred from one application to another—it's all integrated.
- › **Social Networking Tools.** Today's wired customers want to interact with their favorite companies in a variety of ways. Enterprise 2.0 technologies (blogs, wikis, forums) make ConcourseSuite a tool for engaging customers, soliciting their input and allowing customers to tap vendor information anywhere, anytime and by any means.
- › **Collaboration and Project Management.** Next Generation CRM systems must allow users to collaborate in flexible workspaces, easily find and retrieve all corporate content to which they have access, and select which content to publish on a website. With ConcourseSuite project management tools, companies can coordinate internal projects or projects with outside parties.
- › **Scalability and Ease of Use.** ConcourseSuite is architected for massive scalability to avoid performance issues. For an extended enterprise, scalability to hundreds or thousands of partners, each with large numbers of users, is paramount. On usability, ConcourseSuite's intuitive, simple, elegant interface delivers immediate value to new or unskilled users.
- › **Open Source.** Open source development methods and open standard business models have transformed the software industry, particularly for operating systems, web servers and databases. The open source license of ConcourseSuite makes the application's source code available to end users to modify and use within their enterprise.
- › **Flexible Deployment.** Customers can deploy ConcourseSuite on their own servers by running the software in their own data center, managed by Concursive or as "private SaaS," where the extended enterprises hosts ConcourseSuite for its partners. 

"We had the growing pains of having a tremendous amount of data, contacts, processes and a lot of things that didn't have a home. You can buy pieces of software to do each individual component, but we wanted ours to be on a single platform where it was integrated."

*– Chuck Richards, CEO,
Chairman's View*



Concursive Corporation
223 East City Hall Avenue
Suite 212
Norfolk, VA 23510
Phone: 757.627.3002
Fax: 757.627.8773

About Concursive Corporation

Concursive Corporation is the developer of ConcourseSuite, the first front office application suite to integrate CRM, content management and Enterprise 2.0 capabilities. A Java-based application with a standards-based plug-in architecture, ConcourseSuite 5.0 allows third-party developers to integrate applications and share data with key company applications including HR, financial, inventory/delivery, and logistics systems. It's used today by Fortune 500 companies in large configurations and by thousands of smaller enterprises. ConcourseSuite includes all common CRM modules and adds significant capabilities such as collaborative Project Management, Website Authoring, Content & Document Management, Customer Surveys, and sophisticated Help Desk functions.