

Marketing

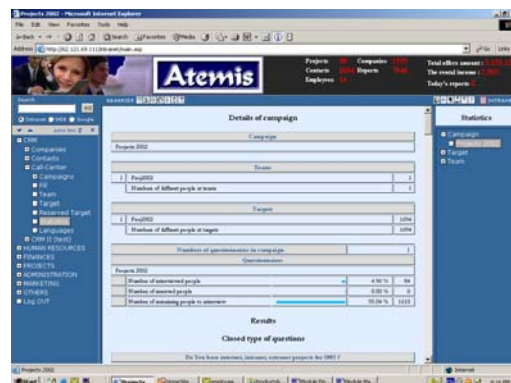
The marketing solutions maximize the commercial and marketing activities of the organization by optimizing the customer relationships. The solutions will bring your business the necessary tools for the elaboration of a marketing campaign within a competitive environment.

■ What can our Marketing solutions bring to your business?

- ✓ A total understanding of your competitive environment.
- ✓ An immediate update of your marketing documents placed on line.
- ✓ An easy and efficient tool to create your marketing campaign.
- ✓ To actively inform your customers
- ✓ A better knowledge of your clients that will enhance your ability to better answer their information requests.
- ✓ An increased scope of potential clients.
- ✓ To improve your product promotions.

■ Marketing Modules

- ✓ Content Management
- ✓ Benchmarking
- ✓ Campaign Management
- ✓ Events and Schedule
- ✓ News Letters
- ✓ Marketing products management
- ✓ Business Intelligence



■ Content Management

The dynamic update of your website content assures you to keep your clients informed about your latest developments. Company profile, Products descriptions, News, Press Kit, Financial information, and HR strategies can be placed on your Intranet or Public site that can be easily managed by any marketing person. A search engine gives the users the possibility to easily find the accurate documents. Track the documents downloaded for each customer and keep in touch with them by configuring an automatic email reminder.

■ Benchmarking

Follow the trends of the market by capturing information about your competitors and their activities. Analyze their latest products and projects, store their marketing and financial indicators, and analyze their structure and strategies.

Allow your company to quickly increase its market key factors by improving your prices, products, promotions, and places.

Collect all the necessary reports and charts and share them between the persons involved.

Keep in your Intranet portal the best indicators to always get maintain the market survey alive.

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■ Campaign Management

The Campaign Management module has been designed in order to create multi-channels marketing campaign. The creation of a tailor-made questionnaire goes through a simple platform in which you define the question, their type and potential answers. You designate the employees allocated to the campaign, the definition of the customers' list, and the date and channel required. Those questionnaires are filled directly either by the operators or the customers, according to the chosen channel. The seizure of questionnaires provides full and real time reports for the operators as well as for the managers. The system might be integrated to a CTI software as well as to fax and emailing systems.

■ Events and Schedule

Plan your marketing events (Meeting, Conference, Exhibition) and the people required. Allocate the place, define the customers' attendees, and display financial and marketing information among all authorized users. Define the tasks for all team members. Store the marketing documents in a shared folder for them to complete or read. Afterwards analyze all customers presence with their actual sales from the CRM module, get questionnaires filled-out after the events, and analyze the feed back in order to improve your next event.

■ Newsletter

Inform your customers and prospects about the company's news, events and product launches. Fill-up with a text each part of the newsletter and send it automatically to all customers wishing to receive it. With the research engine placed in the letter, allow the customers to find a specific request on your web site.



■ Marketing Products management

Make and follow-up the inventory of all displays, catalogs, and marketing products. Manage their attribution, destination, and cost. Share the information with all the people involved.

■ Business Intelligence

Get all reports and charts necessary to define your market position and your activity in order to take action accordingly. All the reports are created from the Intranet database as well as from external ones. Track the number of events followed by customers, by customer's activities, by sales persons. Analyze your impact on specific targets in order to improve your next actions.

ATEMIS develops on the main platforms and with the newest technologies:

Databases: Oracle, SQL Server, DB2, Access, MySQL

Web servers: IIS 5.0, WebSphere, Weblogic, Apache

Languages: JavaScript, VBA, Java, SQL, JSP, ASP, PHP

Exploitation Systems: Windows NT, 2000, UNIX

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