

Clicking with your customers

A R R O W S A M

Introducing a new addition to your team, **ArrowSAM**... a comprehensive sales and management tool for understanding your customers and elevating their business potential.

ArrowSAM knows your customers, makes it simple to contact them and track your success.



Knowledge is Power



Imagine knowing your customers so well you can predict their business wants and needs even before they do...

The convenience of assessing your customers' performance and profitability at a glance. Remembering your customers' birthdays every year, multi-tasking numerous requests without a hitch. This is the power ArrowSAM gives you.

Capitalising on the versatility of Arrow Financials, ArrowSAM is a web-based product that operates within a browser to enable access anytime, anywhere. ArrowSAM offers a centralised sales and management approach, easily shared across your executive, sales and customer service teams.

With ArrowSAM, information is presented through an easy-to-use interface with clear visual prompts, colour fields and foolproof cue capabilities so you never miss an important 'to do' action.

It has the smarts to turn seemingly complex sales & management functions into simple processes, integrated into your day-to-day business activities. The power of ArrowSAM, coupled with Arrow Financials, ensures up-to-date customer sales performance, stock availability and customer details. Your sales team is empowered with the information they need to deliver unequalled customer service.

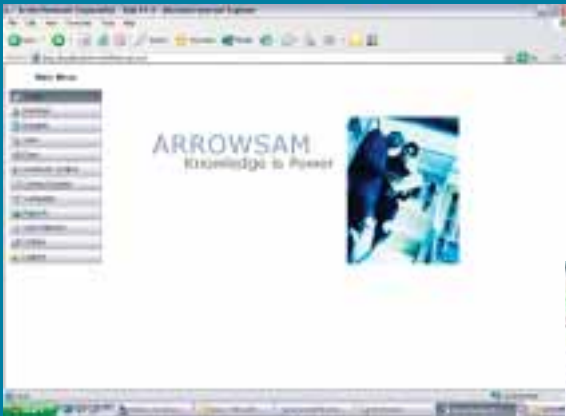
Ongoing Business Benefits...

ArrowSAM has the potential to overhaul your business practices, creating a greater sense of freedom and flexibility. Your sales team will become more informed and more mobile while management gains improved control over processes whether in the office, on the road or travelling overseas.

By implementing ArrowSAM, you can replace inefficient business processes with a streamlined solution, eliminating transcription errors from faxed orders or orders completed by field staff. Customer service is improved as field staff have access to up-to-date stock availability, enabling them to confidently guarantee order delivery and fulfillment.

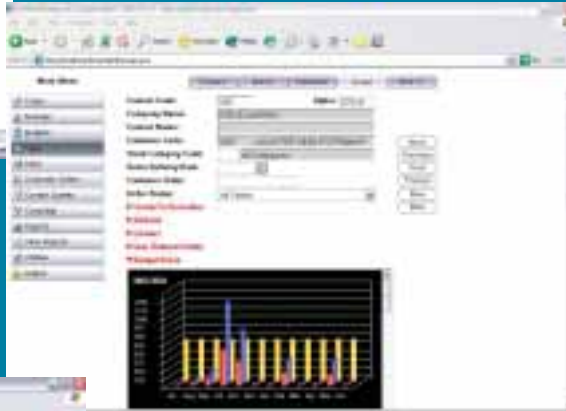


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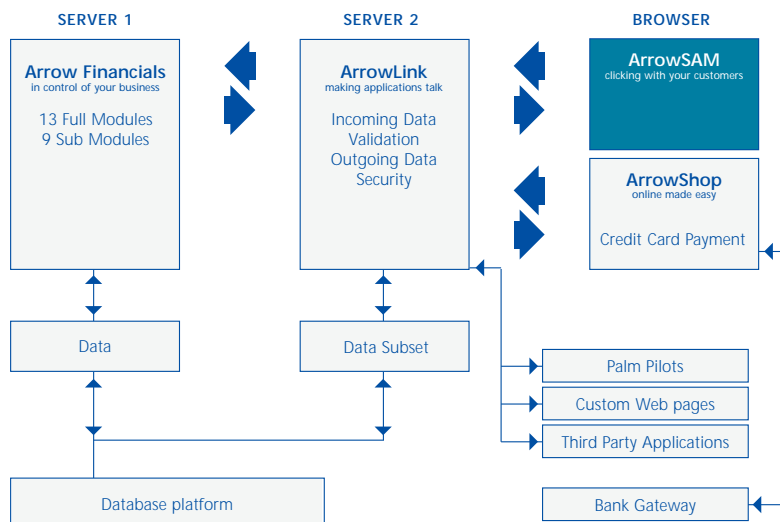
On opening ArrowSAM, users are presented with a daily 'to do' screen where they may access details of their own personal diary or the group diary for the rest of the team. From here, they can drill down through customer contact, budget, sales and marketing campaign information – a complete snapshot of your customer sales activities at the click of a button.

Graphical representation of actual sales figures versus budget enables ArrowSAM users to assess profitability at a glance for both past and present activity.



ArrowSAM allows field staff to guarantee stock delivery and availability by entering sales orders while in the field. Data entry is easy via a simple "pick" function. The user may scroll through stock items available or pinpoint the actual item required. All stock details, including sales price and stock availability, are summarised beside the item description. Sales orders can then be generated directly from this screen.

ARROW PRODUCT SUITE INTEGRATION



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Key Product Features



Advanced information fields

Not only can information be stored within standard fields, data can be tailored according to customer and business requirements. Up to 16 user-defined fields (four alpha-numeric, four numeric, four date and four yes/no flags) allow customisation eg. Adding a field for the anniversary of the customer's first purchase from your company.

Real-time interactivity

By operating within a web environment, ArrowSAM enables information to be shared instantly – no matter where your team members may be located - and updates can be actioned as quickly as they occur.

Data entry capabilities

Sales quotations, sales orders, diary entries, 'to do' actions and contact details (such as phone calls, emails, faxes, etc) can be made by individual users of the system on a by-demand basis. File notes allow free form text to be associated with a customer contact eg. You may like to note a customer's street directory reference for on-site visits.

Advanced report writing

The SAM print engine controls the printing of reports. The user simply selects a report from within ArrowSAM, fills in the required parameters and submits the report for processing. The print engine then compiles a report into HTML format and emails the report to the SAM user. Multiple reports can also be submitted and processed in turn while the user continues using ArrowSAM without having to wait for the print job. HTML formatting allows the report to be printed from within Internet Explorer or loaded into Word or Excel and custom formatting applied. In the case of campaign generations, the HTML report can be used as a data source for mail merging.

Quote to sales order conversion

Sales quotes can be generated from within ArrowSAM and, if accepted by the customer, can then be converted into a sales order without re-keying the information. Stock availability can be confirmed immediately. Stock quantities are instantly updated, synchronising with Arrow Financials.

Permission and Filter functionality

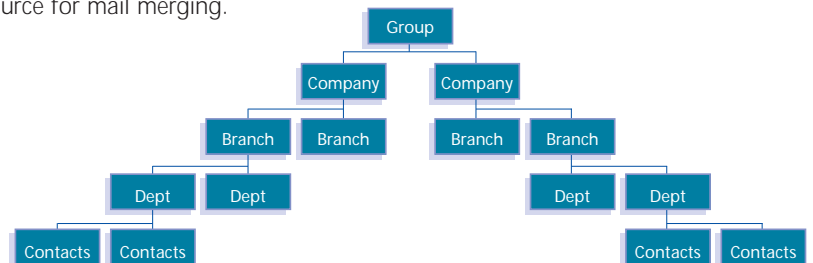
A rich set of permissions means management may restrict access to certain ArrowSAM functions (eg. A sales director may prefer his team to see the selling price of certain products and not the costs. Or, alternatively field staff may only have access to customers assigned to them).

Marketing campaign generation

ArrowSAM offers a function for generating marketing campaigns to a select group from its database, and to tabulate campaign results in the form of a report analysis. A survey of scale and yes/no questions may also be created as part of the marketing campaign.

Hierarchical Structure

The ArrowSAM hierarchy of information comprises Group, Company, Branch, Department and Contact. (Group, Branch and Department levels may be 'turned off' if not required). The dynamic power and capabilities of ArrowSAM are evident via the linking of a contact in ArrowSAM to a customer in Arrow Financials (eg. sales information can be shared from one Arrow application to the other). Sales statistics for each contact can be displayed either graphically or in a table format depicting performance of actuals versus budget and customer profitability.



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