APSS
Automated Personalized Selling System

Web Site Visitors

Prospects
Customers
Investors
Shareholders
Consultants
Strategic Partners
Associations
Organizations
Media Personnel
etc.

Web

MEIS
Managed Extranet Information Services

Database,
Information
Strategy

Basic information gathering forms
(remotely managed, user defined)

Detailed information gathering forms
(dynamically generated using NEXT
command)

Inquiry

Password protected login
(RSA Verisign certificates)

Client

Database

Web

rlogin

User Defined
Qualification
M-I-N-T™

Qualification criteria
(Money, Influence, Need, Timing)

Interface with external databases
(corporate or personal credit
ratings, financial data, legal
background, etc.)

Value Added
Information

Data

Client's Fulfillment Archive

dynamically-generated personalized

letter templates • brochures • price

sheets • press releases • invitations

to special events • coupons •

newsletters • etc.

Relationship Management
Matrix
(Database)

E-form™
Personalized
fulfillment
delivery

Contracts, Confirmations,
Coupons, Certificates, Prices

E-mail, WAP

Fax

HTML
DBXML

Custom online
reports, directories
distribution lists via
WWW

Instant notification
of new business
opportunity via
WWW, e-mail, fax,
pager

Automated
campaign
management and
fulfillment

Up-to-the-minute
print-on-demand
brochures, price
sheets, letters,
labels

Remote Printer
& Fulfillment

Update client's database