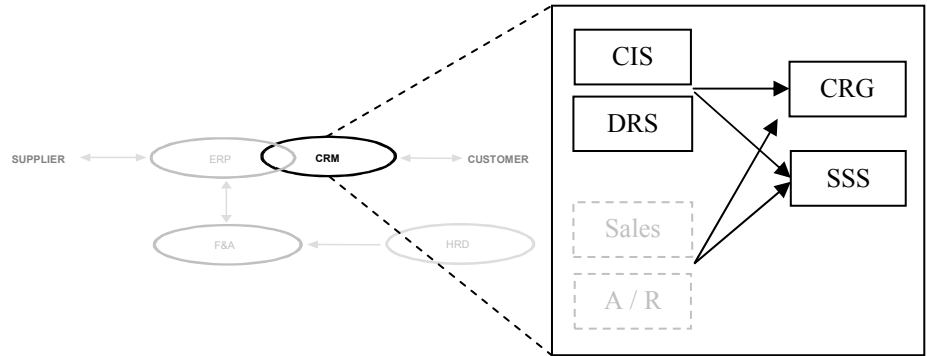


An essential part of every company is the marketing and sales department. For this department JS Systems has created several special purpose modules to assist in the daily operations, including direct communication with the customer and other sales activities.

Regarding marketing the CRM system has special screens to obtain up-to-date as well as historical information per customer and per product ordered / sold. Furthermore it can store documents that are related to a certain customer.

For the sales department, these modules contain a flexible system to analyze customer habits, sales results and related information. This is an important tool to see the fluctuation in items sold.



CIS = Customer Information System  
 CRG = CRM Report Generator  
 DRS = Document Retrieval Systems  
 SSS = Sales Support System

### Customer Information System

This module is designed to store all relevant customer information, such as: name, address, telephone number, and so on. On top of that it is possible to design additional screens to store almost any information regarding a customer. The data can either be historical (e.g. confirmed orders per customer) or multiple screens (e.g. multiple contact persons per customer).

### CRM Report Generator

The report generator allows you to create reports and obtain data in a flexible way. The reports can be applied to sales data, customer list or a subset of all customers. Furthermore the order in which the names appear can be altered. Possible designs include:

- Multi-line  
One or several lines of information per customer
- Row  
Table format with one customer per line
- Summary  
Total per area, customer type, etc.
- Half / Full Page  
Half or one page of customer data
- Statistical / Sales Analyses  
Group customers and products by revenue, area, etc. and view as a table or graph. This is the most important type of report as it allows you to analyze revenue, gross profits, etc.

During the implementation of this module JS Systems will assist in the design of several reports. The implementation also includes a training on how to create or modify the reports. Additional support is available through our helpdesk.

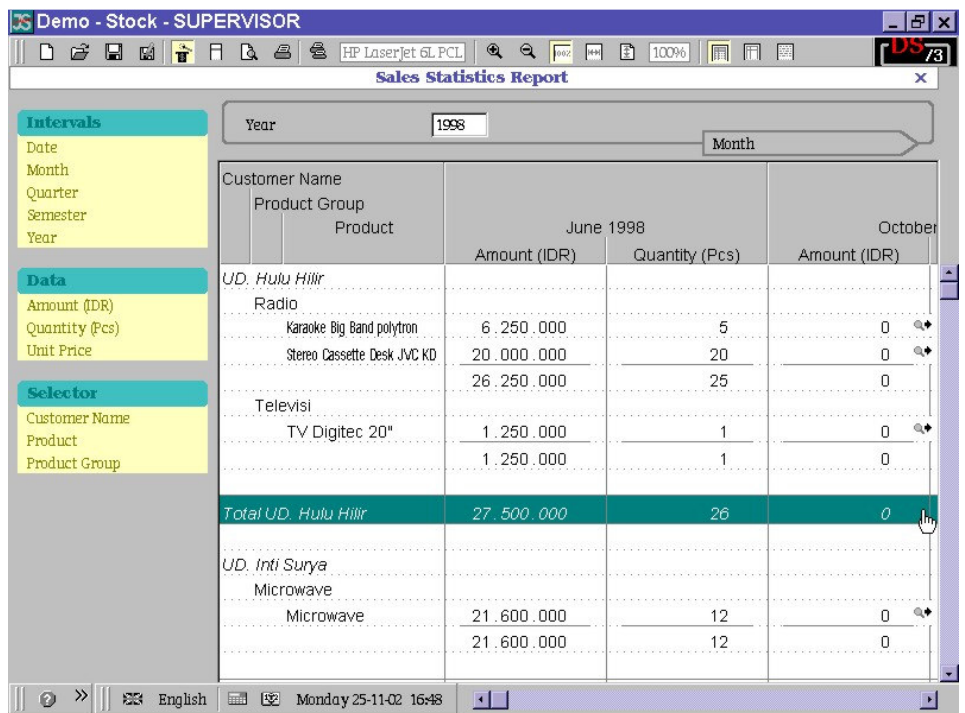
## Document Retrieval System

This module assists the sales department by storing and retrieving letters and other documents per customer. This part of the system is very easy to operate as it follows the standard windows procedures

## Sales Support System

This module will be designed according to the companies requirements. E.g. if information about a customer is required, on the screen will appear items such as contact person, account receivables, previous orders, regular ordered items, discount condition and so on. Only relevant information is selected for display.

This module can also search for items based on specification, items in stock, ordered items and other information available from the ERP modules.



Customer Name		June 1998		October
Product Group	Product	Amount (IDR)	Quantity (Pcs)	Amount (IDR)
<b>UD. Hulu Hilir</b>				
Radio				
	Karaoke Big Band polytron	6.250.000	5	0
	Stereo Cassette Desk JVC KD	20.000.000	20	0
		26.250.000	25	0
Televisi				
	TV Digitec 20"	1.250.000	1	0
		1.250.000	1	0
<b>Total UD. Hulu Hilir</b>		<b>27.500.000</b>	<b>26</b>	<b>0</b>
<b>UD. Inti Surya</b>				
Microwave				
	Microwave	21.600.000	12	0
		21.600.000	12	0