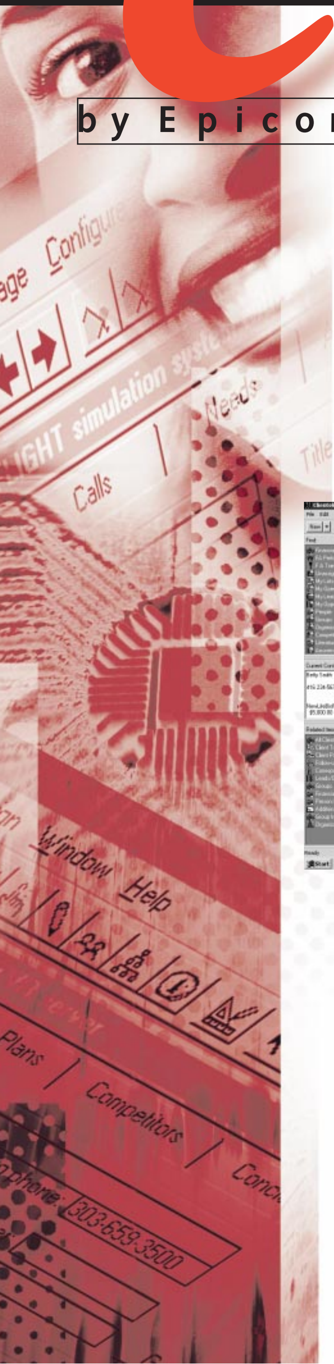
Develop unmatched client intimacy to anticipate needs and provide outstanding service.

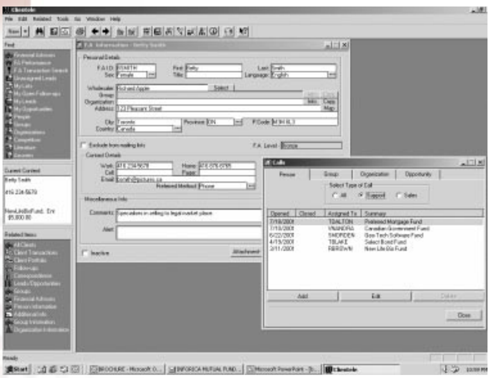
e by Epicor



iFund CRM
Powered by Clientele

Client acquisition, retention and growth are among the greatest challenges faced by mutual fund firms in today's competitive market. To address these challenges, Inforica Inc., a business partner of Epicor Software Corporation, has developed a Customer Relationship Management (CRM) system—iFund CRM, Powered by Clientele. iFund CRM is a complete, cost-effective enterprisewide CRM solution, designed specifically for the mutual fund industry, encompassing the sales, marketing and support functions of an organization.

Powered by Clientele®



Obtain a financial advisor's profile and call history, create alerts for key people and track the pattern of support calls received.

• iFund CRM is designed for responsive firms wanting to differentiate themselves in the crowded mutual fund market. This solution works under all business structures—whether your firm sells through financial advisors to the end investor, directly to the end investor or a combination of the two. iFund CRM empowers you to exceed customers' service expectations, resulting in greater levels of loyalty and retention. It also enables you to capitalize on potential sales opportunities, leading to asset growth and higher profitability.

Inforica

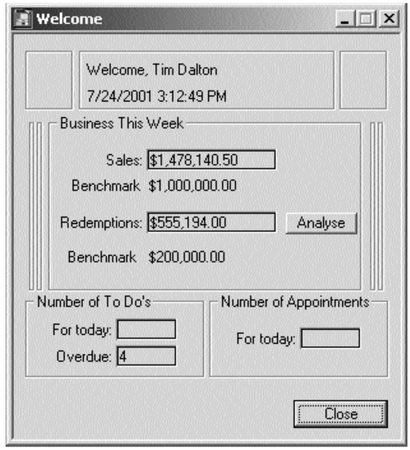
epicor
Software Corporation

Grow assets under management through focus on key funds and markets. Capture and analyze rich information on investor, financial advisor and competitor behavior.

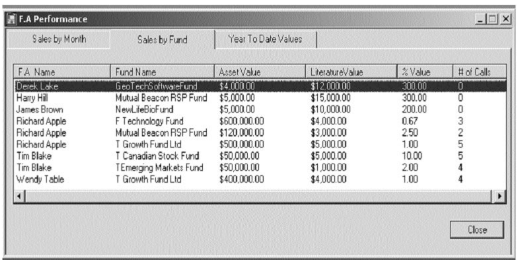
iFund Sales

Establishing long-term, profitable relationships with your financial advisors and investors is critical to surviving in today's fiercely competitive marketplace. iFund Sales allows your firm's sales force to create and maintain strong relationships with their clients. Sales representatives need to be armed with current information, such as your company's fund comparison to competitors, investment vehicles preferred by different investors, immediate answers about portfolio status, historical rates of return, market overviews and corporate investment policy. Additionally, iFund Sales enables sales representatives to proactively manage their sales territories and the entire life cycle of their opportunities. iFund Sales empowers your sales team to:

- Know what various financial advisors or sales representatives sold, to whom and when.
- Analyze sales by territory, advisors or sales representatives, investor demographics and fund categories.
- Review and analyze sales pipelines and revenue forecasts.
- Keep the sales team updated on competitors' funds and investment offerings through a built-in competition file.
- Track customers' literature and support calls.
- Know the funds and markets important to advisors.
- Share investor and financial advisor information history with Customer Support and Marketing departments.



Log in every morning with iFund Sales to see the new sales and redemptions in your territory and analyze results when benchmarks are not met.

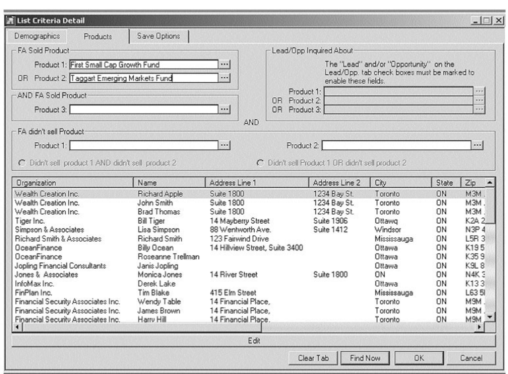


View your financial advisors' performance with iFund Sales. Review sales by fund and monitor assets under management, the ratio of literature value to assets and support calls.

iFund Marketing

Targeting investors with the right programs and messages and retaining them can be your most powerful competitive weapon. iFund Marketing enables you to measure the success of marketing campaigns, understand your target market and improve communications. This application allows your company to effectively manage its marketing programs and eliminate waste by providing the following information:

- Identify what advertising programs generated the most sales versus cost.
- Customize marketing programs for target segments through a list management feature that creates campaign mailing lists on the fly. Mix and match a variety of criteria to create lists.
- Compare marketing effectiveness across territories to determine where and how to best search for more business.
- Track literature requests and dispatches.
- Track the marketing source of a fund sale.



With iFund Marketing, you can create marketing lists using multiple criteria for mail and e-mail programs.

iFund Support

Whether your customer is an investor or the financial advisor selling to the end investor, iFund Support allows your firm to easily gather, organize and share customer information, making possible a real-time, two-way flow of communication between your company and your customers. This application is a complete tool for managing—even anticipating—the support needs of your customers, thereby enabling you to provide them with service that exceeds their expectations. Responding to your customer's needs in a timely, meaningful manner can make the difference between retaining or losing them to your competitor. iFund Support empowers you to:

- Provide both financial advisors and investors with rich information on their portfolio status and transaction history in real time.
- Keep a track record of advisors' and investors' complete call history.
- Give investors fund information that matches their interests.
- Use the AnswerBook feature to provide fast and accurate answers to frequently asked questions.
- Access white papers, position statements and fund performance through the click of a button.
- Automate routine tasks and focus on mission-critical or customer-related issues.
- Identify situations needing urgent management attention by event driven automatic escalation.
- Manage work loads with "to do's," open calls and "must do" follow-ups.
- Provide portfolio managers with rich investor information to guide them in developing new funds.

iFund Workflow

With growing competition in the mutual fund industry, it becomes even more critical to value all customer relationships. However, the challenge is that usually more than one person is required to effectively complete a task or generate information pertaining to various operational queries. How do you ensure that your investors receive timely and accurate answers to their questions? iFund Workflow can help achieve this—it is like having an unattended user who performs regularly scheduled tasks or escalates issues when they are not resolved in a timely manner. This application empowers you to:

- Create custom actions to support specific business processes.
- Develop timed milestones and action plans based on specific workflows.
- Create triggers generating automated responses to specific conditions.
- Manage workloads by using calendar-based rule sets.
- Assign calls to others within a certain team.
- Escalate calls and issues if they remain unresolved.

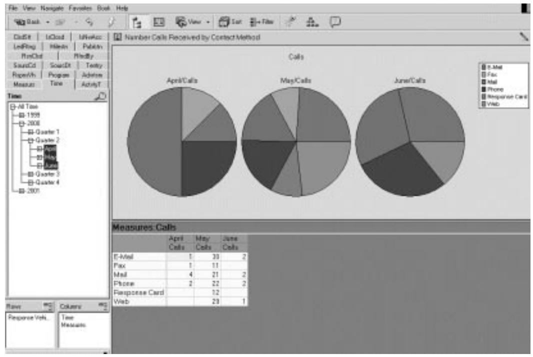
iFund Analytics

Today's smartest fund management companies analyze a wealth of data to understand, plan and run their businesses more effectively. More than ever, access to information pertaining to financial advisors and investors is critical for success. iFund Analytics provides your company with a powerful way to slice and dice data on financial advisors, investor demographics, customer portfolios, fund performance, competitor funds and transaction histories. This business intelligence empowers you to:

- Navigate easily with rich, online inquiry—just choose the information you are looking for and ask questions.
- Conduct enterprisewide planning and forecasting, OLAP analysis and reporting.
- Access both OLTP (online transactional processing) and OLAP (online analytical processing) through unique OLAPlink technology.
- Share search results among users for greater productivity throughout the organization, and save search definitions to create personal libraries.
- "Slice and dice" data for sophisticated analysis and obtain visual snapshots for quick graphical representation of data.

iFund Web Client

The Internet has introduced a new way of looking at business—and a new way of doing business. iFund Web Client provides access to all your customer data via the Web in a browser-based DHTML application. This makes remote access easier and allows data to be shared—in real time—around the world. The iFund Web Client retains the look and feel of the Windows client, hence there are no retraining costs. User security, including user name, password and access rights, is shared between the Windows and Web clients, eliminating the need to redefine security options.



Use iFund Analytics to analyze rich information on your investors and make informed business decisions. Complex information becomes easy to find, understand and evaluate.

Leverage iFund Sales for full opportunity management in selling to investors and financial advisors.

For More Information

To learn more about how iFund CRM can assist your company in meeting your sales goals and enhancing customer service, contact Epicor at 800-997-7528 (U.S. and Canada).

by Epicor

iFund CRM
Detailed Feature List

iFund Sales

- Track sales opportunities, issues and questions for investors, wholesalers and financial advisors
- Know what your sales representative sold, when and to whom
- Review and analyze sales pipelines and revenue forecasts
- Develop milestones and action plans reflecting workflow
- Use milestones to analyze pipelines and revenue forecasts
- Enter and share information about competitive funds and fund companies
- Develop complete investor history from the moment of first contact
- Store key documents such as prospectuses and product overviews that can be sent on request to investors or financial advisors via e-mail, fax or mail
- Have client portfolio status and transaction history available in real time
- Complete integration with Microsoft Outlook and Word
- Web-based interface enables effective out-of-office working
- Program alerts that emphasize the key aspects of clients

iFund Marketing

- Track marketing activities that generate the most returns in sales
- Perform cost/benefit ROI for marketing campaigns
- Create customized marketing programs for specific target customer groups based on profiles and interests
- Create, use and track mailing lists for customized marketing programs
- Track all requests for literature, whether originating at the investor or financial advisor level
- Share leads, responses and insights with Sales and Support
- Compare marketing effectiveness on a geographical basis, offering greater insight into regional sales patterns
- Template-based correspondence enables rapid deployment of mail/e-mail campaigns

iFund Support

- Complete client history offers support reps a clear picture of the client's needs
- Complete call history ensures that all aspects of the transaction are considered
- Client status alerts automatically inform support reps of client investment levels
- Inform clients about their portfolio status and transaction history in real time
- Access information, such as white papers, position statements or competitor information, with the click of a button
- Track contact methods and responses
- Schedule appointments or tasks
- Manage work loads with alarmed "to do's," "open calls" and "must do" follow-ups

iFund Workflow

- Identify which activities are past due and send reminders
- Escalate and re-assign support calls
- Identify/notify customers with key information
- Contact support reps via pager
- Single out major account customers for special attention
- Fax or e-mail training confirmations
- Ensure prospects are contacted regularly
- Convert inbound e-mail messages into call records
- Assign retrieved e-mail to the appropriate representative
- Automatically respond to e-mail
- Calendar-based rule set
- Launch external applications

iFund Web

- Self service via the Web
- Submit calls and review a call's status and details
- Customers help themselves to answers
- Customers self register their products through the Web
- Collect information directly from the Web into your database

iFund Analytics

- Easy-to-use data warehousing, analysis and reporting tools

epicor Software Corporation

Inforica

Epicor Software Corporation, Worldwide Headquarters
195 Technology Drive, Irvine, CA 92618-2402
Phone: (949) 585-3700 Fax: (949) 585-4419
epicor.com

Inforica Inc.
2680 Skymark Avenue, Toronto, Ontario, Canada L4W 5L6
Phone: (905) 602 0686 Fax: (905) 602 0668
inforica.com

CRM Excellence TMC

Microsoft Certified Solution Provider Partner