

Definity[®] Corporate Information System

Definity Software's CIS application is a proven solution that will bring you closer to your customers and the bottom line. Integrated estimating and sales, operations, accounting, fleet management and more, CIS delivers the enterprise-wide operational efficiency that lets you truly focus on your business. Designed especially for specialty contracting, design/build, maintenance, and service companies — Definity CIS is the solution to your business system needs.

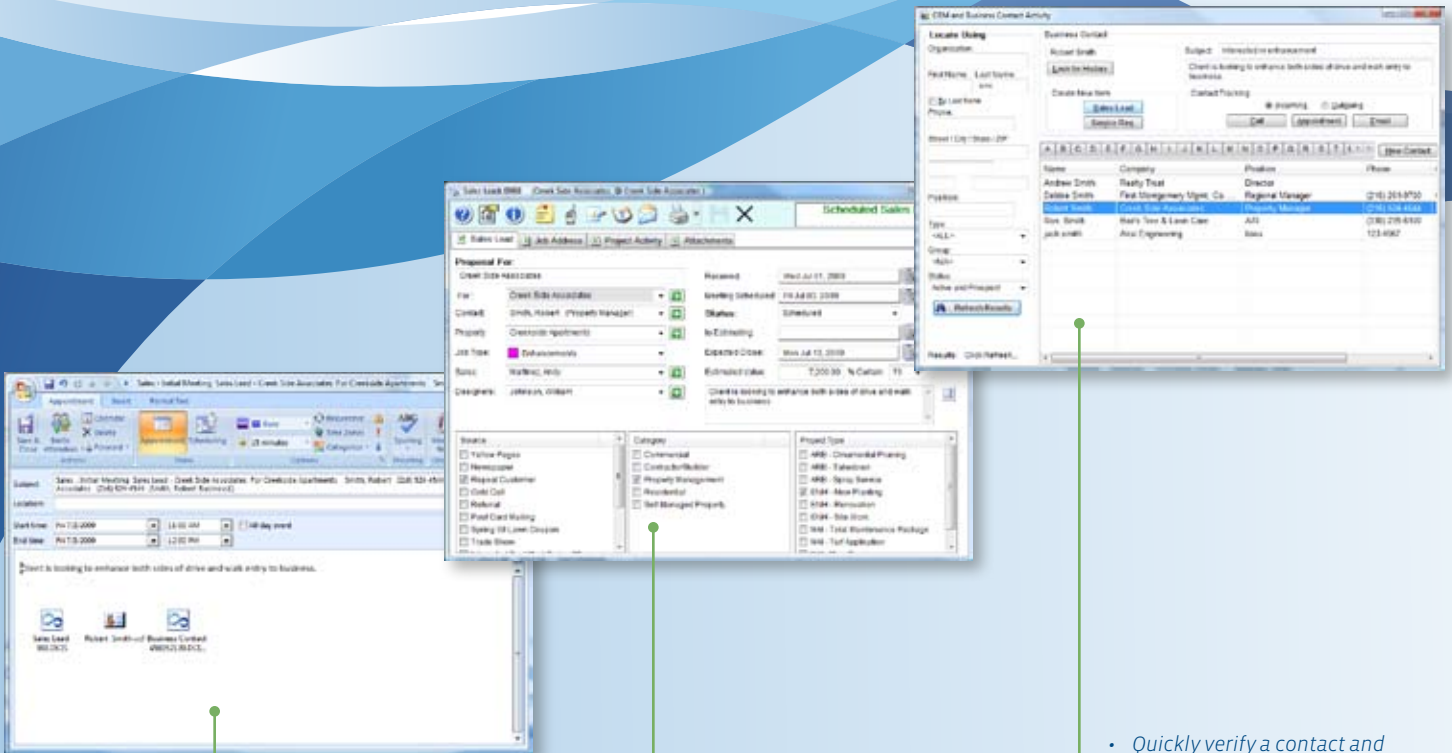
Customer Relationship Management

Qualify leads, manage your pipeline, and provide superior service using a comprehensive view of all interactions with your prospects and customers. Full integration with Microsoft Outlook[®] enables scheduling appointments, creating tasks, and sending email. Never miss another follow-up, leave another task undone, or lack the information necessary to GROW your business.

- > Strengthen customer relations
- > Qualify your leads and track your pipeline from source to close
- > Communicate with your team using full Microsoft Office[®] integration
- > Evaluate performance with campaign and sales force analytics and reporting



Never miss another follow-up, leave another task undone, or lack the information necessary to GROW your business.



- Integration with Microsoft Outlook® creates appointments with the click of a button.
- Eliminate the need to type further details with transition of appointment time and text information from the sales form.
- Enjoy full two-way interoperability between Definity CIS and Microsoft Outlook® — never miss another appointment or follow-up.
- Embedded Definity CIS shortcuts link the original sales lead and business contact to the Outlook® appointment record.

- Define workflow rules to facilitate assigning sales inquiries to proper sales personnel.
- Forecast project value and close date with confidence factors.
- Fully customize your sales lead's source, category, and project type selections to meet your specific business needs.
- Attach related spreadsheets, word, or other documents for additional detail or future reference.
- Track your business contact tasks, appointments and email while smoothly integrating with Microsoft Outlook®.

- Quickly verify a contact and eliminate duplicate entries. Search and locate individuals using first or last name, company, address or perform a rolodex search prior to creating a new entry.
- Begin typing contact subject and details immediately and count on Definity CIS to transfer this information to your next action.
- Record interactions for both incoming or outgoing communications, service requests, or sales leads from one simple interface.
- Automated workflow ensures smooth transition and greater efficiency.