

Connect Communicate Collaborate



Please contact your Relavis representative to obtain more information about Relavis eBusinessStreams or OverQuota.



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DEVELOP INNOVATIVE WAYS TO BUILD LASTING
customer relationships.

New times

demand new approaches to building lasting, profitable relationships. Fortunately, you can rely on Relavis eBusinessStreams™, the innovative CRM solution from the people who brought you the award-winning OverQuota®. Relavis eBusinessStreams is built on open Internet standards, so it fits right into your existing environment. The system is scalable, runs on multiple platforms, and easily extends to the Web and other e-commerce applications. This means you can quickly implement and seamlessly maintain a global solution that efficiently manages the convergence of business opportunities and experience. Whether communication occurs at a distance or face-to-face, the Relavis eBusinessStreams modular components allow sales, marketing, and service to collaborate with each other – as well as with business partners and the customers themselves. So you can ensure that customers around the state and around the world enjoy the consistent, rewarding experiences with your company that keep them coming back for more.

The results: You win the loyalty that leads to successful, long-term, profitable relationships.

C U S T O M E R

Lori is surfing the Net. She hits a site and likes what she sees. She quickly fills in a brief form, and emails for more information. Three minutes later, she receives an automated response promising a call later that day.



M A R K E T I N G

Jim, the marketing director, loves Relavis eBusinessStreams. Not long ago, he would have had to handle Lori's email personally, locating the appropriate sales person and forwarding the contact. Now the process is automated, and Jim can spend time using data captured from Lori to find more customers like her.

Manage business opportunities from all sources.

Extend Your Brand While Increasing Leads

Targeted. Personalized. Multi-channeled. Global. eMarketing creates automated marketing campaigns that generate results. This drives collaborative interaction among everyone in the marketing cycle, including customers and channel partners. The information captured from this collaborative approach allows your organization to identify the customers who offer highest returns for your effort, and to tailor targeted campaigns to meet their needs.

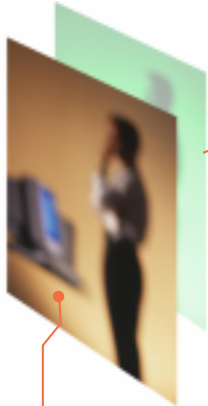
The results: Your customers receive continued added value, while your company increases revenues.



S A L E S

Sally, the sales person, calls Lori within an hour of receiving the lead. They set up an online demo. Lori is impressed, but has a few unique questions.

S A L E S M A N A G E M E N T



Throughout the sale, Sally is able to call on her sales management whenever she needs support. Since Relavis eBusinessStreams keeps management fully in the loop, they are able to provide proactive assistance, with a full understanding of the issues Sally is facing.

Keep your entire team focused on customer needs.

Manage eSales and Traditional Sales with Unmatched Efficiency

Focused. Visionary. Efficient. In the fast-moving, ever-more-competitive business environment, every team can use an edge to increase sales and enhance customer satisfaction – usually while working with reduced budgets and flatter organizations. Your edge is Relavis eBusinessStreams. The eSales component of Relavis eBusinessStreams facilitates Web-based transactions, and a lot more. The solution empowers teams to sell strategically through highly coordinated account plans. It also helps improve face-to-face and long-distance interactions among marketing and customer service, as well as with customers and channel partners. By understanding and meeting your customers' needs and preferences, you build trust and increase loyalty, and so increase customer retention.

The results: You obtain higher margins and increased sales.

E X P E R T

Bob, the product expert, is located 500 miles away. But Sally easily contacts Bob using real-time chat, while the demo is in progress. He answers Lori's questions – and helps close the sale.



CUSTOMER SERVICE MANAGEMENT

Brian, the manager of customer service, is alerted to the special service commitments and response times in Lori's contract. Brian ensures that his team is trained and ready to deliver the service the new customer expects.



CUSTOMER SERVICE

One of Lori's co-workers has questions about a shipment. He logs on to a personalized, self-service Web site, and finds the answers he needs. Then he has a quick conversation about his next order, using real-time chat with his customer service representative.

Ensure consistently excellent customer interactions.

CLOSING THE LOOP

Members of the customer service team capture useful information during their conversations with employees of Lori's company. They pass leads to Sally, the sales person, that can help her expand business with the account. Jim, the marketing director, mines aggregate data, to guide new product development and craft targeted marketing campaigns.

Engage Your Customers, and Keep Them Coming

Back for More

Give your customers the service they want – when they want it. Allow them to contact you in any way they choose. Such preferential treatment builds long-term loyalty, which leads to higher profit margins. Phone. Fax. Email. Morning, noon, and night. No matter how or when customers choose to interact with your company, the eService component of Relavis eBusinessStreams ensures they receive the same high-quality experience.

Gain the Benefits of Open, Scalable Architecture: Built for Collaboration

Relavis eBusinessStreams is built to maximize collaboration. The system's architecture allows teams to communicate and cooperate across platforms, across business functions, and across divisions. Built on open Internet standards (including Java, CORBA, XML), Relavis eBusinessStreams is fully scalable, comprehensive, flexible, and customizable. It easily extends to the Web and multiple other e-commerce applications, and is built upon the IBM Application Framework for e-business – as well as collaboration and messaging, RDBMS, Computer Telephony Integration, and text management. The solution fits right into any existing environment, so you do not have to “rip and replace” or use a vendor's proprietary technology. Moreover, with Relavis eBusinessStreams, business owners and managers can configure all the workflow, business rules, and processes necessary to support their organization – without incurring the time and expense of programming.

Enjoy a Truly Global Solution

Manage collaboration efficiently.

Expand your ability to leverage global opportunities, manage virtual teams, and support teamwork on a worldwide basis. Relavis eBusinessStreams' ability to operate across platforms improves your ability to manage people, leads, opportunities, and customer support issues from all over the world. Teams serving multinational customers from different locations now can work together seamlessly – to fully leverage their relationships and deliver the consistent, global service multinationals increasingly demand. As part of facilitating your global collaboration, Relavis eBusinessStreams is available in major languages, and fully supports use of all international currencies, addressing, dates, and salutations.

Count on the People of Relavis

Since 1993, we have been providing collaborative CRM to companies around the world. First, we released OverQuota, to help sales and marketing effectively share and collaborate on accounts. By working with Relavis, you leverage the knowledge we have gained from the many hundreds of organizations worldwide that are using our software. We recognize that true collaboration requires more than discussion threads and Web access. Relavis eBusinessStreams incorporates integrated business processes, rules, workflows, and messaging – which you can easily define and rapidly update.

Every step of the way, you can count on the people and business partners of Relavis to assist with overall planning, provide best practices and methodologies for successful implementation, and deliver support and value-added services, to ensure the lasting success of your CRM solution.