



Memorandum

- ◀ **To:** Gunnit Khurana
 - ◀ **From:** Brandie Allen-Rezac & Kim Morrison
 - ◀ **CC:** Ed Storm, Dave Barla, Vickie Batten
 - ◀ **Date:** 12/26/2004
 - ◀ **Subject:** Company Overview Meetings
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Here is the agenda.

1. Purpose of CMS (Zapper)
 - "What's in it for me?"
 - Expectations
2. Phased approach
 - What is phase 1?
 - What is phase 2?
3. Overview of phase 1 (CMS)
4. Security Internally Externally
5. Cyzap as our long term partner

Here are the benefits:

- Decentralized access with centralized control
- Designed around current workflow – so should appear natural
- Extensive Tracking – Communication, marketing literature orders, lead sources
- Assignment of one Dunique ID per record. ID will follow the record from suspect to customer.
- Custom duplicate detection process
- Web-based CMS allows employees access from anywhere at anytime
- Automating many of Reward's current processes will allow associates to be more productive and efficient
- Automate Lead fulfillment process
 - Eliminates virtually all data entry
 - Saves Time
 - Reduces time between receipt of lead and lead getting literature
- Web-based database will allow the RSMs to enter lead information, and record information without the glitches of synching, and getting into other programs just to access the information.
- Having current customer's territory electronically will aid in conversations with prospects who want to know whether they can buy direct or if we have to refer.
- Having A/R information and pricing information will truly allow the RSMs to be more of the managers of their respective territories.
- RSMs will have the information at their fingertips to answer questions of existing customers and therefore servicing our current customers in a more timely fashion.
- Most of what Phase 1 has to offer is going to free up TIME for the RSMs to be prospecting for more business.
 - All of the above will increase the RSMs productivity will less stress and headaches and will reduce the burden on the corporate office