



SYSTEM OVERVIEW

## FLP<sup>®</sup> CUSTOMER RELATIONSHIP MANAGEMENT

## CUSTOMIZED TO YOUR BUSINESS CULTURE

No two companies are the same, and your unique business practice is surely the distinct competitive advantage over your competitors. What's the point of implementing a restrictive standard CRM software solution to suppress your comparative advantage in doing business. FLP<sup>®</sup> Customer Management Relationship business model is ready fo<sup>®</sup> cost-effective customization to reflect company culture and address specific industry needs.

### GLOBAL ACCESS AND IMMEDIATE PRODUCTIVITY

Global customer relationship management system can be established easily with FLP<sup>®</sup> Customer Manager which supports multiple languages and ease connection with overseas offices; no new system and time-consuming set up processes are needed, only personal computers, local area network, Internet broadband connection and simple set up procedures will be sufficient.



Control



## REAL-TIME CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

FLP® Customer Manager is used to better serve customers and maintain customer relationships by better understanding and anticipating the needs of existing customers, thus increasing their satisfaction and loyalty. This is desirable as it would increase the successful rate of selling new products or services to customers by analyzing past customer buying habits and preferences. Also, it would cost substantially less to keep an existing customer than to acquire a new one.

### INTEGRATING BUSINESS PROCESSES WITH CUSTOMERS

FLP® Customer Manager serves as a front end for integrating customers with business processes, such as issuing quotations, proposal automation, order entry, tracking of billing details, and generation of customer service calls etc. Sales performance, customer service quality and interactions with customers can be constantly reviewed for continual improvement and predicting potential demand trends.

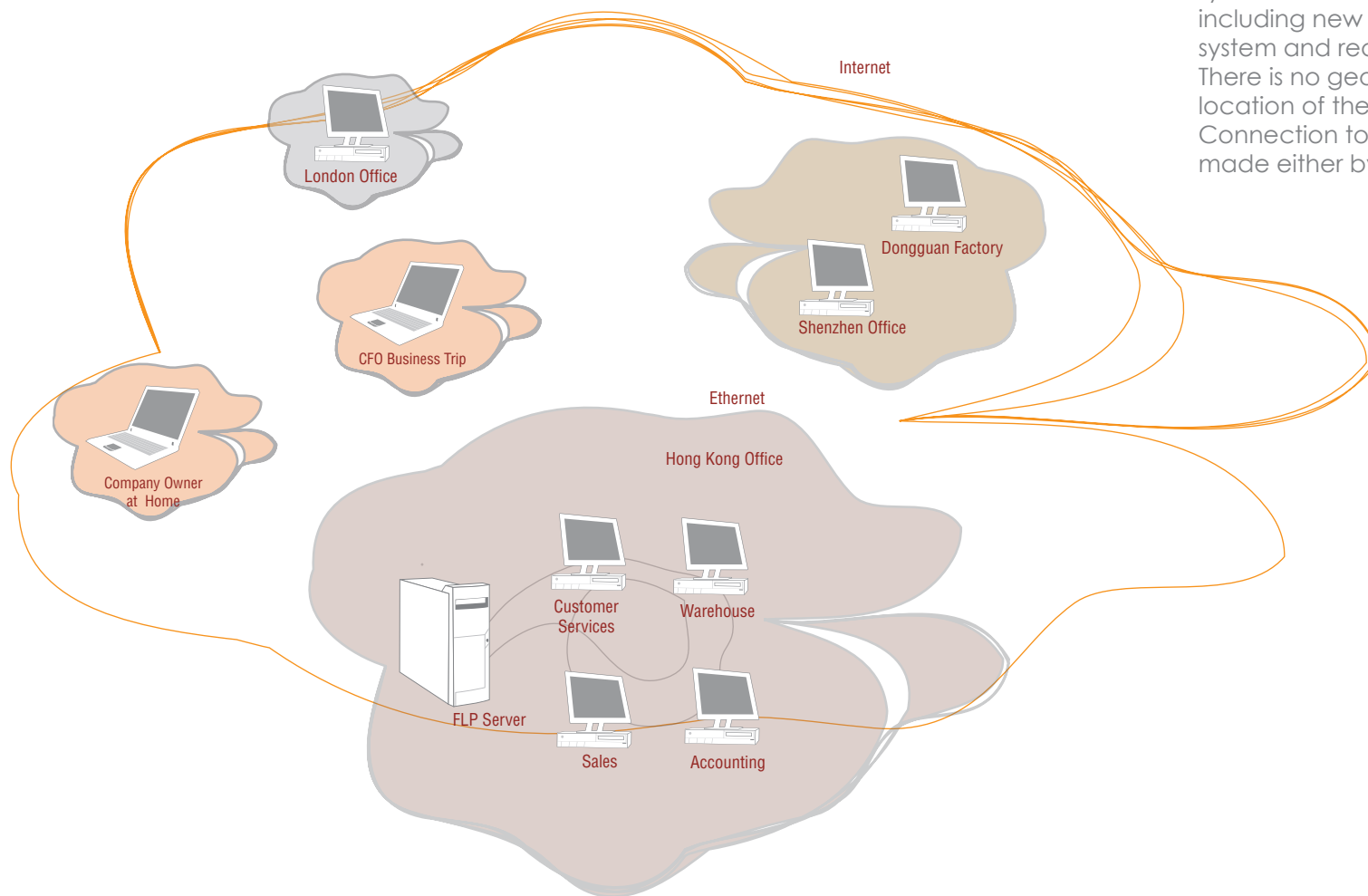
# FEATURES AT A GLANCE



- Customer file management
- Customer profile management
- Tighten customer relationship
- Profit analysis to identify valuable customers
- Customer need exploration
- Teamwork to win sales
- Journal for past dealings
- Align resources to serve customer efficiently
- Mail merge to nourish customer relationship
- Quick response to billing enquiry
- Online product information
- Email and calendaring
- Security, Multi-Companies Support, Global Access
- Built-in IBM Beacon Award winning report writer
- Seamlessly integrated with other FLP® solutions
- Multiple Languages

## TYPICAL SYSTEM ARCHITECTURE

FLP<sup>®</sup> Customer Manager is designed for high level of scalability. Global customer relationship management system can be established easily and system expansion by including new branch office can be done without new system and requiring time-consuming set up procedures. There is no geographical restriction for the physical location of the client personal computer workstation. Connection to the FLP<sup>®</sup> server from workstations can be made either by Internet or Intranet.



## FLP<sup>®</sup> BUSINESS MODEL

### A FOUNDATION FOR YOU TO BUILD YOUR OWN BUSINESS MODEL

No two companies are the same even conducting the same business in the same industry. Why should you choose a standard software package.

No other software solutions provide more feature and functions than FLP<sup>®</sup> does costeffectively. No other software solutions provide such an all-in-one interface integrating with your company wide company business processes. FLP<sup>®</sup> provides a market leading collaboration platform for all your company staff to work on anytime, anywhere with unlimited scalability without physical country border barriers over the Internet.

What's more, FLP<sup>®</sup> shares our experience with you to customize the software applications to suit your business and prepare for the future.

FLP<sup>®</sup> is empowered by IBM<sup>®</sup> Lotus<sup>®</sup> Domino<sup>®</sup>/Notes<sup>®</sup> technology.

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