CRM-gx™
The Power is On

English

Analyze

Improve Staff Performance

Record Appointments

Streamline

Lower Costs

Track

Financials

Manage

CRM in
5 minutes
a day

Sell Store Contacts

J-PHONE
vodafone

HYDRANET

CRM-gx™
The Power is On

Here are just a few of the benefits of HydraNet CRM-gx:

❑ **Cut your IT Costs -** CRM-gx helps you reduce your IT costs by eliminating the need to purchase expensive hardware and software to manage your data.

❑ **Eliminate Painful Data Entry -** CRM-gx is the only CRM product with advanced "Keyboardless" technology, allowing many tasks to be completed with just a few mouse clicks. Even users who have refused to use CRM in the past will find CRM-gx remarkably easy to use.

❑ **Customized to your Business -** CRM-gx can be configured to meet the business needs of virtually any organization. Customization that takes weeks and even months on other systems can be completed in just minutes with CRM-gx's menu-driven Administration system.

❑ **Track Client History -** Many organizations have a difficult time tracking their client activity histories. With CRM-gx every transaction, every email, every phone call, every fax, every document, every visit, essentially, any contact between you and your client can be recalled instantly at the touch of a button.

❑ **Powerful Reporting -** CRM-gx has over 280 built-in reports plus a custom reporting module, giving management the tools they need to forecast, analyze, and improve the business.

❑ **Total Outlook® Integration -** CRM-gx integrates seamlessly into Microsoft® Outlook®, insuring that you never need to dual-key your data. Appointments, Contacts, Tasks, Email, and even your Windows Address Book can be accessed and synchronized with CRM-gx.

❑ **Powerful Marketing Tools -** CRM-gx is the only web-based CRM solution that puts the combined power of cross-selling, up-selling, and one-to-one marketing at your fingertips.

❑ **Deal Pipeline Tracking -** HydraNet's exclusive 5 Star System, with built-in work flow technology, allows you to track and act on more deals, resulting in more closed sales.

❑ **Groupware –** Built-in enterprise instant messaging plus the ability to share client histories and virtually any document around the world helps you to break down communication barriers and increase collaboration throughout your organization.

❑ **Legacy Integration –** CRM-gx can be hosted locally and easily integrated into your existing data infrastructure, be it ERP, SCM, or CTI systems.

To learn more about CRM-gx, please read further…

Introducing CRM-gx:

The CRM industry is at a crossroads. With industry analysts reporting a 70% failure rate of large enterprise CRM solutions from Siebel, SAP, and Oracle, it's clear the time has come for better alternatives.

CRM-gx is the only web-based CRM solution which can deliver big-ticket CRM performance and flexibility at a fraction of the "big solution" prices.

Fast ROI:

Most importantly, CRM-gx delivers a solution that typically shows positive ROI in three months, less time than many CRM systems take to even implement.

J-PHONE vodafone

HYDRANET

CRM-gx™
The Power is On

> **"My budget is tight. I need to cut my IT costs, not spend more money."** - CFO, Multinational Biotech

Answer: CRM-gx allows you to cut your IT costs by eliminating the need for the hardware, software, and IT support staff currently occupied with managing your customer data. A typical midsize multinational with 10 offices can save up to $760,000 per year by implementing CRM-gx.

Before:

Inventory:
10 db Servers
10 Support Staff
10 db Applications
0 Coordination
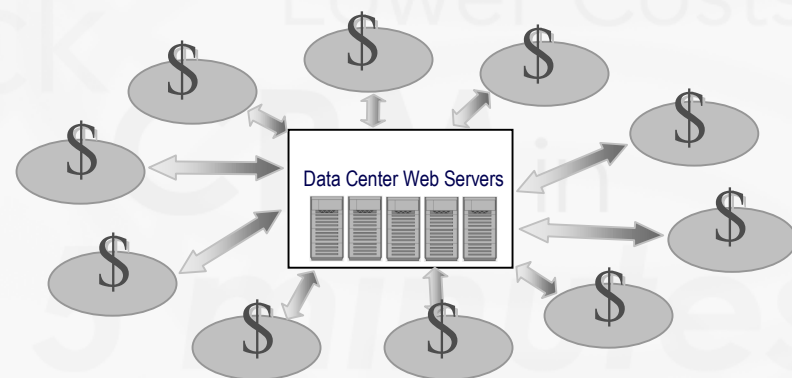
Est. Annual Cost: **$850,000**

10 Disconnected
Global Offices

After:

Inventory:
0 db Servers
0 Support Staff
0 db Applications
100% Coordination

Est. Annual Cost: **$90,000**

Cost Saving: **$760,000**

Data Center Web Servers

J-PHONE
vodafone

Page 2

HYDRANET

CRM-gx™
The Power is On

> **"My staff refuse to use a CRM system. We tried that already."** – Regional Sales Manager, Multinational Pharmaceuticals

Answer: It's true, most CRM systems place a huge burden on the end user. The result is that most CRM implementations fail because users simply refuse to use it.

CRM-gx is designed to eliminate the heavy burden of data entry. The system is designed to be "Keyboardless," meaning you can complete many tasks with just a few mouse clicks. It's so fast and easy you can log everything you did on an average business day in less than 5 minutes.

It's "Keyboardless" just point and click…
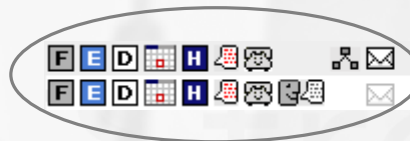
Clicking buttons attached to every record in the account management area eliminate most keyboard tasks

Show Staff — HydraNet Corporation
Cvasnievschi, Mihai — HydraNet Corporation

HydraNet's patent-pending IEM
(Integrated Events Management) makes entering appointments, reminders, priorities, tasks, and recording client histories a snap.

Import Data
Instantly from Excel and other common data files. Eliminate painful data entry.

Event Record - HydraNet CRM-gx - Microsoft Internet Explorer

CRM-gx™
The Power is On

"There is no way some 'out-of-the-box' software is going to solve my CRM issues. I need a solution customized to my business needs." – President, Multinational CAD Software

Answer: CRM-gx is highly flexible and customizable, and can be tailored to meet the needs of virtually any business or industry.

Highly Flexible:

Customizable data system allows you to create new database fields quickly and easily. You define what data you want to enter, store, view, and analyze, making it easy to tailor the system exactly to your industry or company requirements.

Graphic shows custom fields added to the Deal form. This was implemented quickly for a large client in the transportation industry.

HYDRANET CRM-gx   Custom Variable

Name:
Form: deals
Type: dropdown menu
Menu Content: Distributor
Also Sets: None
Required:
Save

Deal
Task
Completed
Private

Step 5
Rec'd Payment
A/R Attn. Required
Bad Debt

Close Window

Date: 11/20/02 Date: 11/20/02 Date: 11/20/02 Date: 11/20/02 Date:
Notify: jerome@bishopsmo Notify: masee@premienww Notify: asai@premienwwm. Notify: accounting@premi Notify: masee@premienw

Subject: Other Recipients:
Bid on Move from Tokyo to Singapore

Origin City: Tokyo   Confidential: ☑
Origin Country: Japan   Dest. Agent: Bishops Move London
Move Date: 11/01/02   Dest. Country: Singapore
Dest. City: Singapore   Booker: A_LUSITANA
Net Wt.: 1554 lbs.   Origin Agent: A. B. T. France

Notes: Insert Date/Timestamp
11/20/02 03:30 AM - Masee, Nick : Followup required

Upload Attachment   List of Attached Docs
Browse...
Shared Folder   Save Deal

Bid Value | Prob. % | Proj. Close Date | Proj. Rev. | Close | Cost | Margin % | P/L
155500 | 45 | 12/20/2002 | 69975 | 46555 | 4566 | 920 | 41989

New Deal   Duplicate Deal   Send Email   Close Window

Page 4

HYDRANET

CRM-gx™
The Power is On

"Our customer database is a mess. An Access® database with no functionality, we've got record duplication problems, and it's impossible to track our activities with each client" – Marketing Strategist, Regional Transport

Answer: The core of CRM-gx is a solid Account Management system.

Every transaction, every email, every phone call, every fax, every document, every visit, essentially, any contact between you and your client is stored and tracked in the CAL (Client Activity Log).

Account History:

One click on the "History" button next to an account or client name and you can see the entire history of transactions and contact with that client.

Click the History button to view the past activities with an account.

The Client Activity Log appears here.

Preventing Record Duplication:

CRM-gx automatically checks for potential duplicate records based on name, zip code, and telephone matches as you enter new records. The system catches potential duplicates before they're entered.

Step 1. Make sure the record isn't already in the database: Company: morgan   Zip: Tel: Search

WARNING! The Account you're adding looks like it may already exist in the database. If so, click the icon next to the Account name in the window below to edit or add staff to that record.

Company	Tel	Zip	Location
J.P.Morgan	709-445-4564	44687	Hydra > ACCJ
Morgan Franklin	03-4577-8888	104-4457	Hydra > General
Morgan Stanley	03-4564-4555	106-4457	Hydra > General

J-PHONE vodafone

CRM-gx™
The Power is On

"I need CRM for reporting and forecasting. What can CRM-gx do in these areas?" – Managing Director, Financial Services

Answer: CRM-gx has one of the most powerful, easy-to-use business reporting and analytics systems available anywhere.

The power to analyze your business by geographical region, business unit, product, product line, or even by employee. Select a data range, the criteria you wish to analyze, the format for the report, and click a button.

HydraNet's super-powerful servers deliver the results you need in seconds.

Analytics:

Over 280 reports that quickly produce the forecasts, charts, and analysis you need to run your business and make decisions.

Custom Reporting:

You set the criteria, we produce virtually any report you can imagine using the Custom Reporting Module. Save the reports you create and refer to them whenever necessary.

HYDRANET

CRM-gx™
The Power is On

"We're using Microsoft® Outlook. I don't want to have to enter data twice. Also, what about my PDA and cellular phone?" – VP Sales, Multinational Semiconductor Manufacturing

Answer: Many businesses today use Outlook® and Exchange® for Schedules, Contacts, Email, and Tasks.

Fortunately, CRM-gx synchronizes with Outlook. For example, if you enter an appointment into your Outlook® calendar, you can quickly synchronize so that your CRM-gx calendar also reflects that appointment.
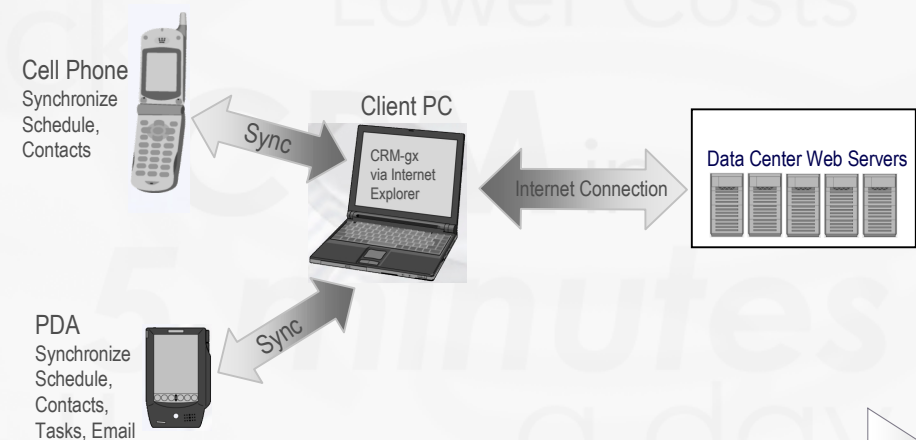
Palm, Windows CE, and virtually any other Outlook-compatible device can also synchronize with CRM-gx.

CRM-gx Integrates into Microsoft® Outlook®:

Sync your PC with the web-based CRM-gx with just a few mouse clicks.
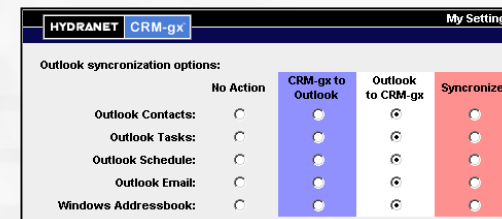
The PDA and Cell Phone are replacing laptops as the primary information management tool for today's mobile workforce. CRM-gx empowers your mobile devices by putting your corporate data and schedule at your fingertips, wherever you go.

Cell Phone
Synchronize Schedule, Contacts

Client PC
CRM-gx via Internet Explorer

Data Center Web Servers

Internet Connection

PDA
Synchronize Schedule, Contacts, Tasks, Email

Page 7

HYDRANET

CRM-gx™
The Power is On

"We need to develop effective cross-selling, up-selling, and one-to-one marketing strategies. How is a web-based CRM solution going to help with that?" – Marketing Director, Multinational Banking

**Answer:** CRM-gx is the only web-based CRM system to integrate enterprise-ready marketing tools.

For the first time, your Marketing Team have the tools they need to really improve your business results.

Data Mining:

CRM-gx gives you instant access to the client-groups you want to target, based on the criteria you set.

Market the right product to the right consumer at the right time. Track the performance of each campaign over time.

CRM-gx delivers on the promise of one-to-one marketing without all the hassle.

Page 8

CRM-gx™
The Power is On
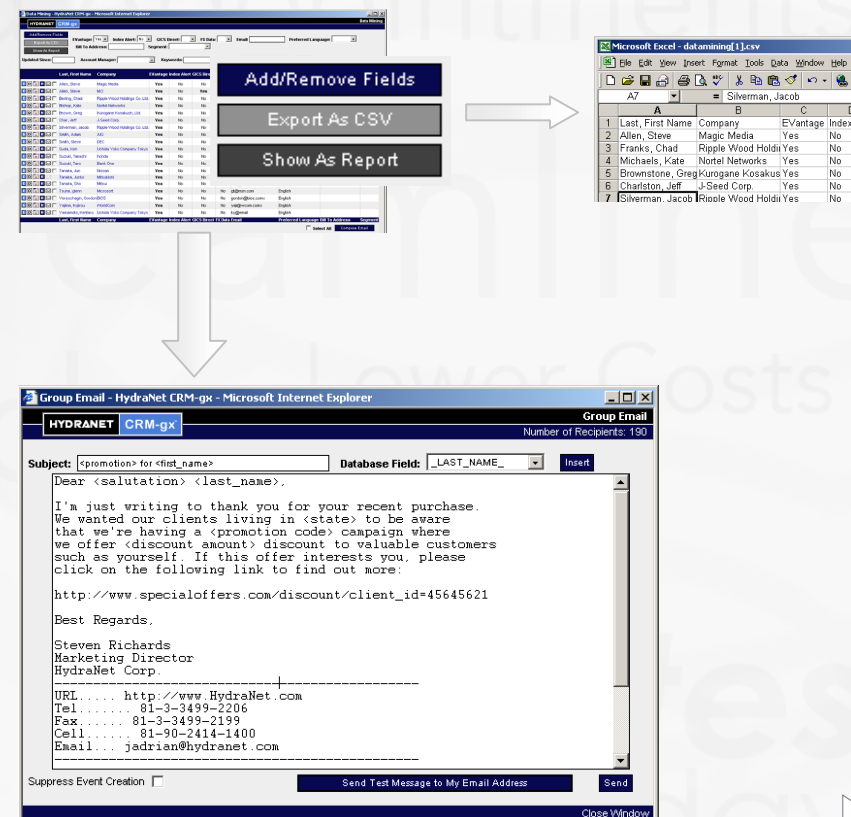
> *"I'm trying to keep our deal pipeline on a whiteboard. Our work flow is split into three separate systems. Is there a better way?"*
> – Sales Manager, Regional Chemical Sales

Answer: CRM-gx solves your work flow and deal pipeline tracking issues with a combination of our exclusive "5 Star System" and powerful analytics reporting.
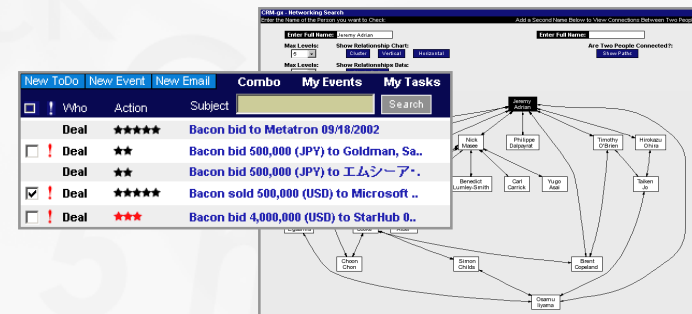
The 5 Star System allows everyone in the organization to track deals throughout their life, insuring that nothing falls through the cracks.

**The CRM-gx
5 Star System:**

Our exclusive technology allows you to quickly track, assess, and act on opportunities based on where they stand in the deal pipeline.

The system dramatically improves the efficiency of your sales and sales management teams, resulting in more deals closed.

**HYDRANET**

CRM-gx™
The Power is On

> *"I'm just trying to get everyone working together. Our interoffice communication could be much better."* – CEO, Multinational Travel Services

Answer: CRM-gx enables a whole new range of collaboration and sharing across your organization.

CRM-gx Groupware: *Share virtually any document or file, including schedules, tasks, deals, reports, potential leads, and client data across the entire organization.*
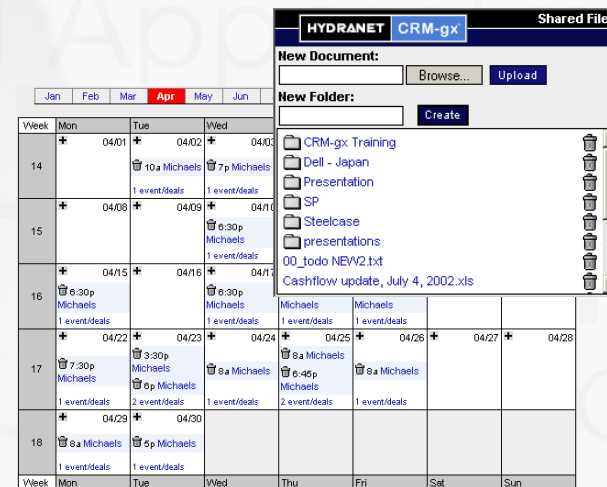
Integrated Enterprise Messaging: *CRM-gx keeps your team communicating in real-time around the globe.*

Page 10

CRM-gx™
The Power is On
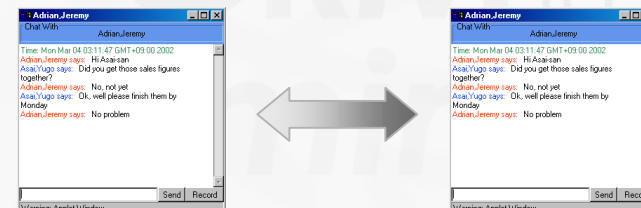
> *"I'm looking for something that will integrate into our local ERP and SCM systems. Also, I'm worried about security if our data's offsite."*
> – COO, Multinational Oil and Gas

Answer: CRM-gx is typically an hosted solution but it can also be run locally at your site and integrated into your local or regional back office systems.

Offsite Data Backups:
HydraNet can provide a complete weekly download of all your company data on CRM-gx, insuring that, worst-case, you always have a backup of your data.

CRM-gx: A Vault for your Data

HydraNet's CRM-gx system has achieved a practically unheard-of 99.9% scheduled uptime level since beginning service in 2000. Our systems utilize advanced RAID and mirroring technologies and are highly redundant and fault tolerant. Your data is safe with us.

.

SSL Security:

Available 128-bit Secure Socket Layer connection insures that your connection to the server and all the data transmitted via the Web remains strictly private.

J-PHONE
vodafone

HYDRANET

CRM-gx™
The Power is On

System Requirements for CRM-gx:

Client Environment	Min. System Requirements	Ideal System
CPU	Pentium II 500-MHz	Pentium III 1.0 GHz
Memory	128 MB	512 MB
OS	Windows 98	Windows 2000 or XP
Browser	Internet Explorer 4.0	Internet Explorer 6.0
Internet Connection	28k	1.2 Mbit/sec

Server Requirements (if hosted locally):

Server Side	Environment
OS	Security-Enhanced Linux
Platform	Intel, Itanium, or Athlon
Memory	2 GB
Database	Oracle or PostGreSQL
Web Server	Apache

HydraNet, The Power is On, CRM-gx, Keyboardless, Client Activity Log (CAL), and Integrated Event Management (IEM) are trademarks of HydraNet Corporation.

Microsoft, Windows, Exchange, Outlook, Internet Explorer, Windows XP, Windows 98 are trademarks of Microsoft Corporation.

Linux is a trademark of Linus Torvalds.

Oracle is a trademark of Oracle Corporation.

Intel, Pentium, Itanium are trademarks of Intel Corporation.

I-mode is a trademark of NTT Docomo Co. Ltd.

J-Phone is a trademark of J-Phone Co. Ltd.

All other trademarks are property of their respective owners.

HydraNet CRM-gx Authorized Reseller:

HYDRANET™

HydraNet Corporation
Email: sales@hydranet.com
URL: http://www.hydranet.com

J-PHONE
vodafone

HYDRANET