



## Luxor CRM. Simply benefits for your business.

Luxor CRM delivers robust CRM and sales automation functionality through an intuitive and easy-to-use web-based interface. Powerful CRM features such as activity tracking, forecast reports and opportunity management increase the effectiveness of your sales teams, delivering bottom-line results that you can take to the bank!

### Close more business

Automate sales processes from lead to close, eliminate duplication of effort, ensure that no opportunities are missed, and streamline sales cycles to increase your sales teams' productivity and help them close more business.

### Forecast revenue with accuracy

Standard and customizable reports allow your sales team to forecast their revenues with accuracy in real time for better business planning at your management level.

### Anywhere access

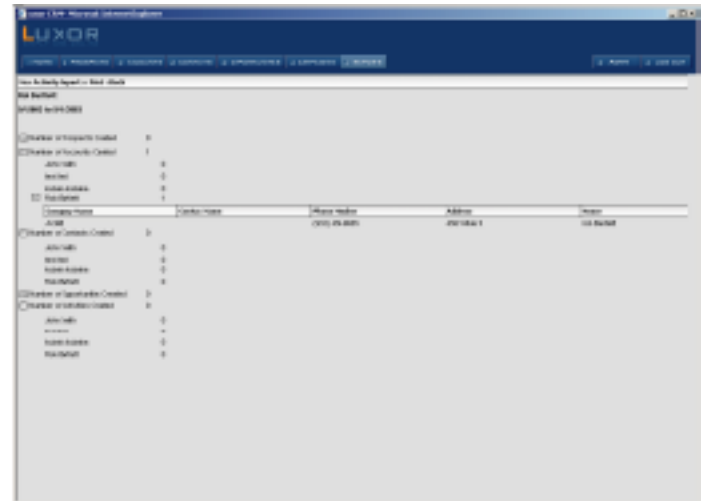
Access your sales data from any PC with an Internet connection. Your sales team will stay up to date even when they are on the road.

### Track sales activities

Up-to-the-minute activity tracking enables sales teams to effectively manage their time and allows management to intervene when a sale is in trouble.

### Continuous updates

No software means that your company will always have the latest and greatest version of Luxor instantly - no need for downtime or additional work for your IT department.



### Realize rapid ROI

Luxor CRM is easily implemented in days, and users become proficient almost immediately, so Luxor CRM can begin delivering a return on your company's investment at once.

### Standardize best practices

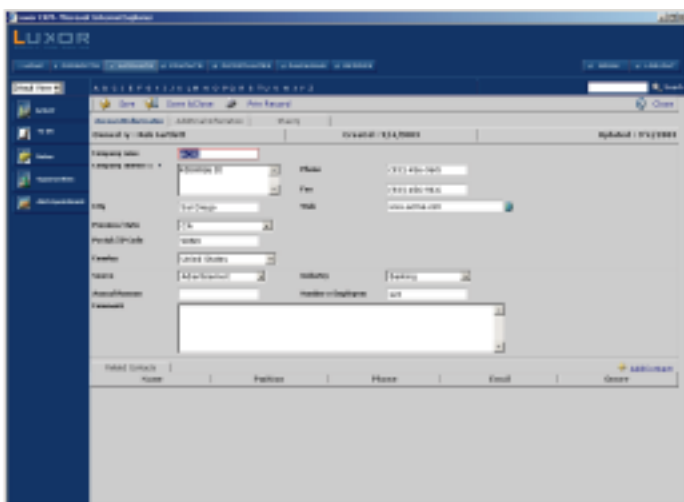
Share your most experienced sales reps' keen sales instincts with the whole team using Luxor CRM's easily customized sales cycle features. Real-time collaboration between sales team members will deliver consistent customer care management while increasing the effectiveness of your sales teams.

### Customize Luxor

Adapt Luxor CRM's reports, look and feel, custom fields and sales cycle management to create a unique CRM solution that perfectly meets your business' needs.

### Bottom line results

Luxor's online infrastructure and straightforward browser-based interface makes implementation quick and simple. This will increase the effectiveness of your company's sales and marketing teams, helping them close more business and increase revenue.



*"Luxor CRM has helped our sales team close more business by keeping us informed of where opportunities lie, and always providing all our sales people with a complete view of the entire process. And there is no need to hunt or search out changes. A flag is provided as soon as you log into Luxor CRM, making it easy to keep up to date in an business that is constantly changing."*

*Danyel Benoit  
Director - North American Sales  
Shapegrabber, Inc.*

# Luxor CRM Key Business Features

Designed BY salespeople, FOR salespeople, Luxor CRM offers a complete suite of powerful Customer Relationship Management and Sales Automation features that save time, increase effectiveness and organize data in an intuitive and easy to use manner.

## Account and Contact Management

- Link to relevant opportunities to gain a 360 degree view of an account's value
- Centralize storage of key account information
- Facilitate communication between account team members
- Improve productivity by reducing administrative tasks

## Opportunity Management

- One stop update and tracking of opportunity-relevant information
- Customized or standard sales methodology
- Accurately and quickly track and forecast revenue
- Evaluate and optimize your sales pipeline

## Time Management

- Share calendar and ToDos among team members
- Synchronize with Microsoft™ Outlook™
- Detailed activity tracking

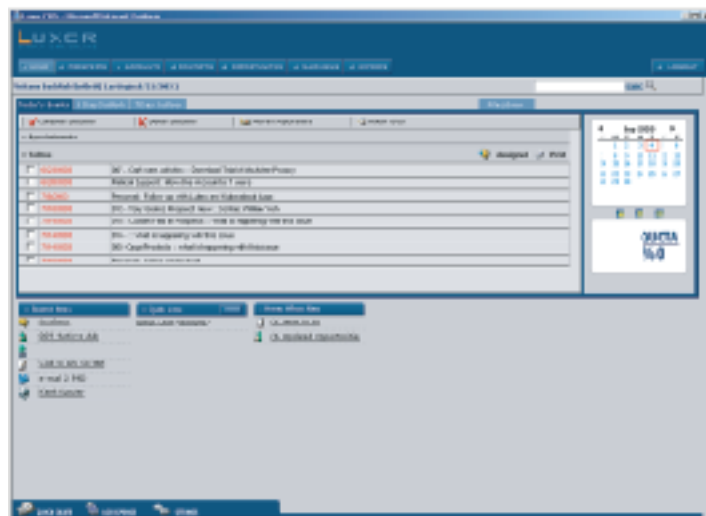
## Marketing Management

- Track return on advertising spend from marketing campaigns
- Real-time campaign performance monitoring
- Report on actual prospects and opportunities that result from campaigns
- Optimize lead generation and track performance from lead to close



## Personalized Homepage

- Offers each user ready access to frequently used features via a customizable interface
- Online, easy to use expense tracking makes month-end reporting quick and easy
- Real-time quota status provides sales users with continuous motivation to meet and exceed their goals
- 'What's New' postings immediately inform users of key events and changes



## Standard and Customizable Reports

- Powerful, real-time revenue forecast report for 30/60/90 days
- At-a glance views of values of open or closed opportunities, contact, prospects and accounts
- Unique detailed activity report that offers a continuous, comprehensive view of the sales activities in their departments
- Create custom user defined reports to capture relevant information on the fly
- Easily export data to Microsoft Excel or CSV files for additional analysis or integration with external information



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## About Atum

The Atum Family of Companies has been a leading provider of e-business solutions since January 2000.

With offices in located in Canada (Atum Corporation) and Turks and Caicos (Atum Limited), Atum develops products that enable companies to streamline their business processes and increase their efficiency.

Atum provides a range of innovative hardware and software solutions from web hosting, design and development, CRM, SFA, ERP, ASP and other e-commerce applications. Atum is a Certified Microsoft Business Solutions provider.