

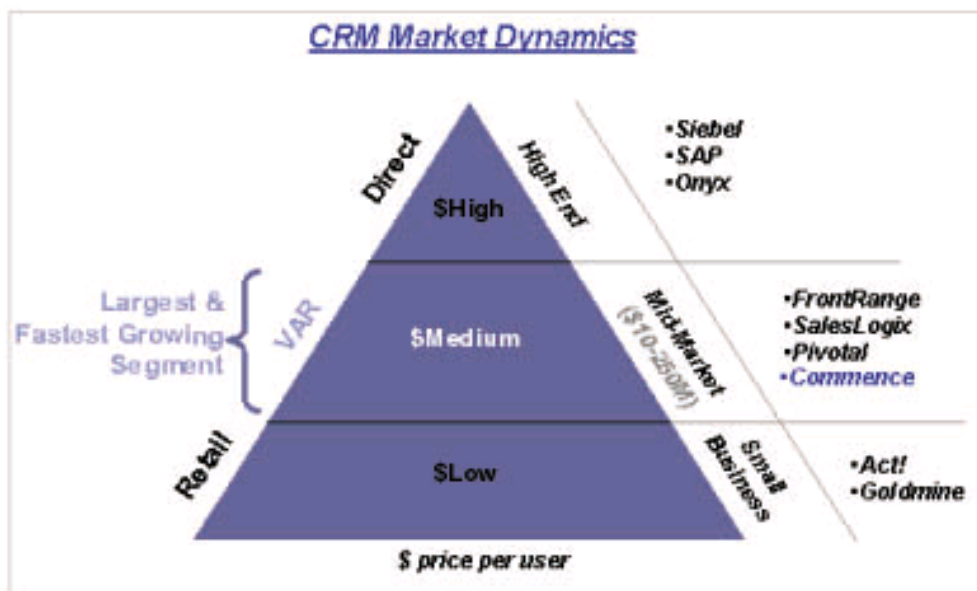
## Commence v/s Competition

For years small to mid-size businesses have relied on popular contact managers to manage customer information and sales activity. Today, businesses are transforming their people and processes into a customer centric business model that requires the capture and management of vital customer information across multiple departments and job functions. Commence provides this capability with a CRM solution that's easy to deploy, easy to use and offers a comprehensive set of functionality to meet this challenge.

### Market Positioning

While there are literally hundreds of companies claiming to service the CRM market only a few have a proven track record, a large customer base, and a support channel trained to implement, tailor, and support the product after installation. The diagram below identifies the most established companies and the market sector they serve.

Commence uniquely supports the small to midsize market space with a product that incorporates comprehensive functionality coupled with rapid implementation, customizability and ease of use.



- **Small Business Sector:** Basic contact managers that traditionally sell for under \$300 per seat have served the lower end market only. Contact managers help people to get organized but have difficulty with data synchronization, and data integration. The architecture of these products is simply not designed to support large amounts of data, scalability or manage complex business processes. Most business that start out with contact managers utilize them to manage sales contacts and activity, but quickly find that they require more functionality, better integration, and a more complex architecture to effectively manage customer relationships.
  - *The Commence Application Suite is a natural next step for businesses using contact managers. The product offers higher-level functionality, departmental integration, and scalability, yet maintains the ease of use and low cost of*

*ownership that is important to smaller businesses.*

- **Middle Market Sector:** The middle market has been under served with only a few global players providing comprehensive quality products that offer a wide range of functionality, scalability and provide seamless integration between front office business processes such as sales, marketing and customer service. They range in price from \$695 to more than \$1,500 per seat and can cost thousands more to implement and customize.
  - *The Commence Application Suite has two distinct advantages over the competition, which make it the most effective solution for midsize companies.*
    1. *Commence has a rapid implementation methodology called S.T.E.P., which ensures an efficient, timely and low cost implementation. This allows your business to get up and running quickly, providing immediate value and a return on your investment. The alternative solutions suffer from lengthy and costly implementation cycles that add thousands of dollars to the overall cost of the CRM system.*
    2. *Customizability: Commence is designed to be tailored to meet the changing business requirements of midsize companies and can be modified quickly without requiring costly development resources. This provides your business with the ability to create a solution that works the way you do and one that can be changed along with your business requirements. Competitive products require additional time and professional engineers to modify, adding additional cost to the solution.*
- **Enterprise Sector:** Large multi-national corporations require the most comprehensive solutions that typically integrate both front and back office business processes along with legacy systems running on multiple platforms. Only a few solution providers have a proven track record for supporting this level of complexity. They are identified above.