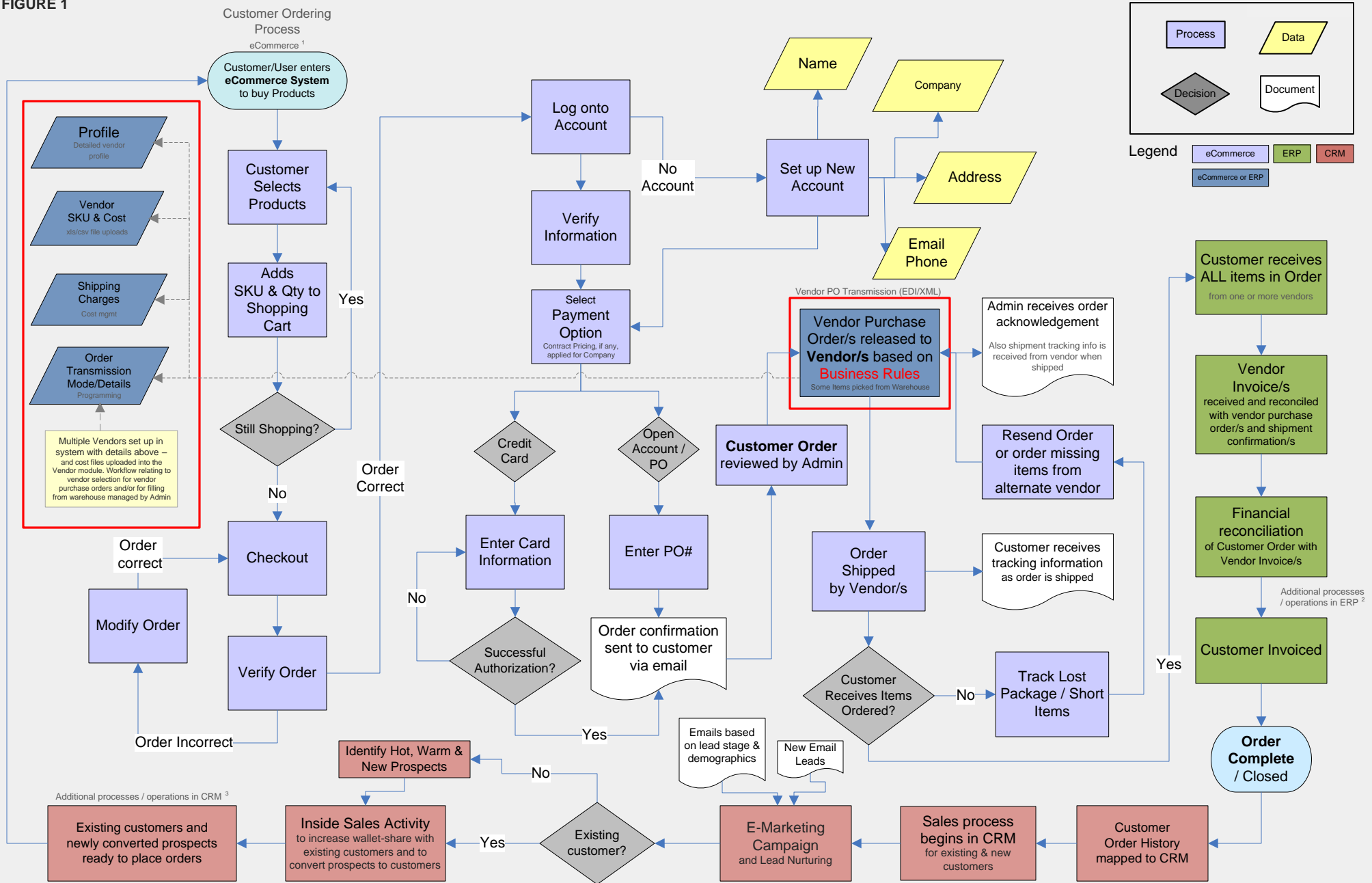


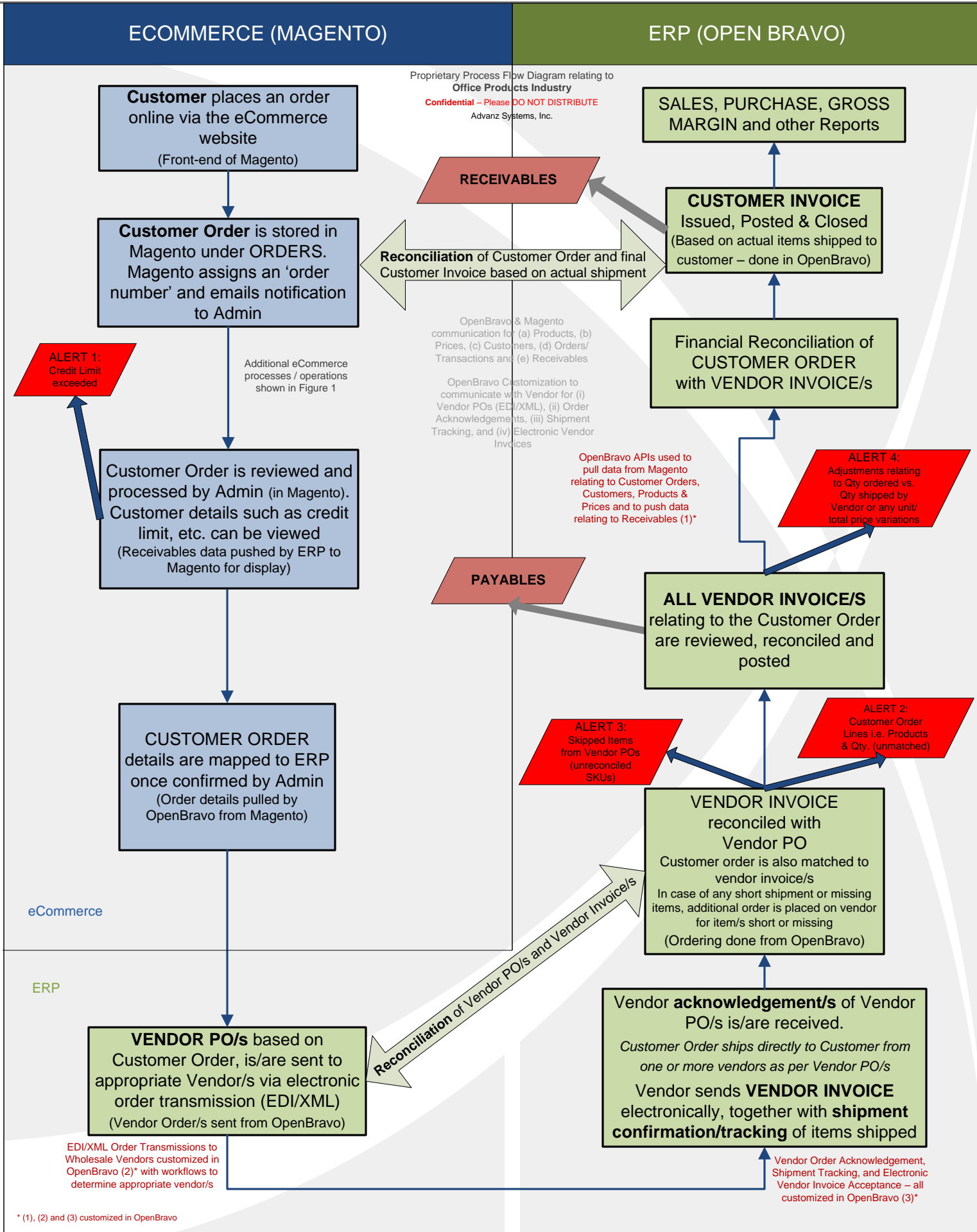


Office Products eCommerce System integrated with ERP & CRM

FIGURE 1



1 – Processes in eCommerce shown in this document
 2 & 3 – Additional details shown in Figures 2 and 3.

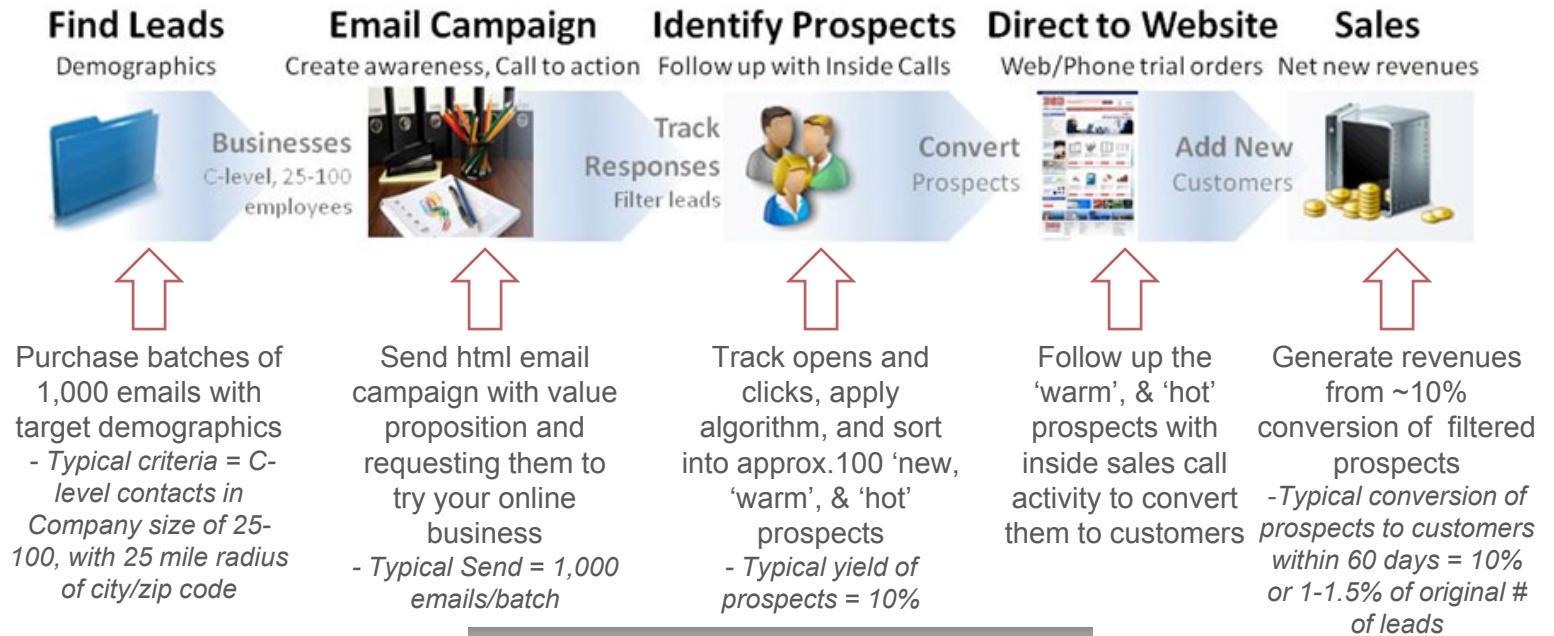


* (1), (2) and (3) customized in OpenBravo

FIGURE 3

eMarketing & CRM Processes

Conversion of Leads to Prospects and Prospects to Customers
 eMarketing techniques convert 1,000 leads to 100 prospects for CRM, which further converts these 100 prospects to 10 customers



Hot, Warm & New Prospects Loaded into CRM

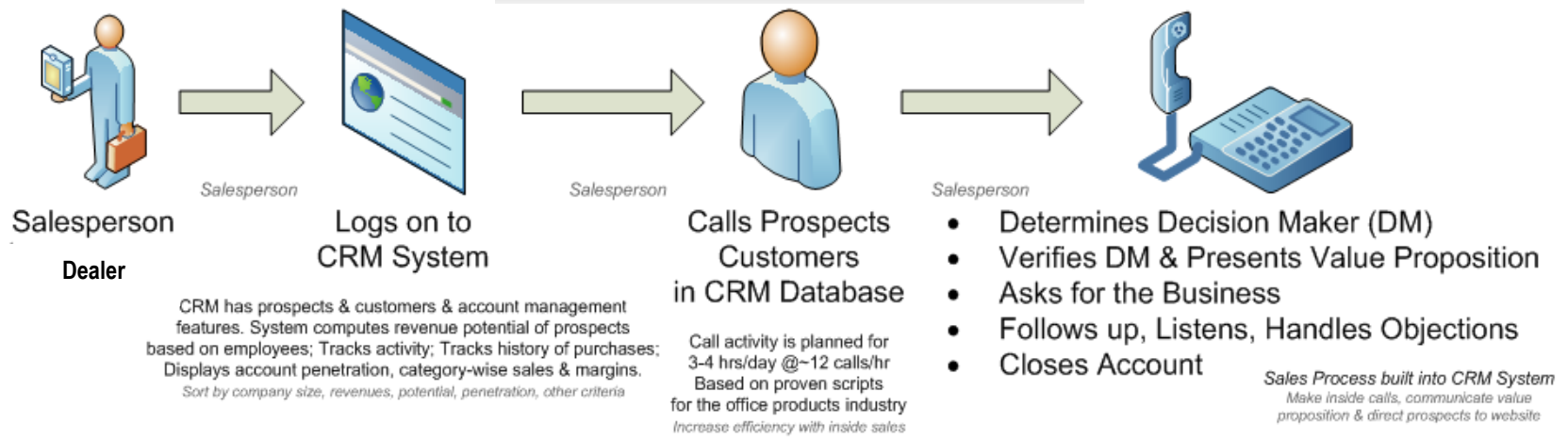


FIGURE 4

The Application Landscape

How it all fits in

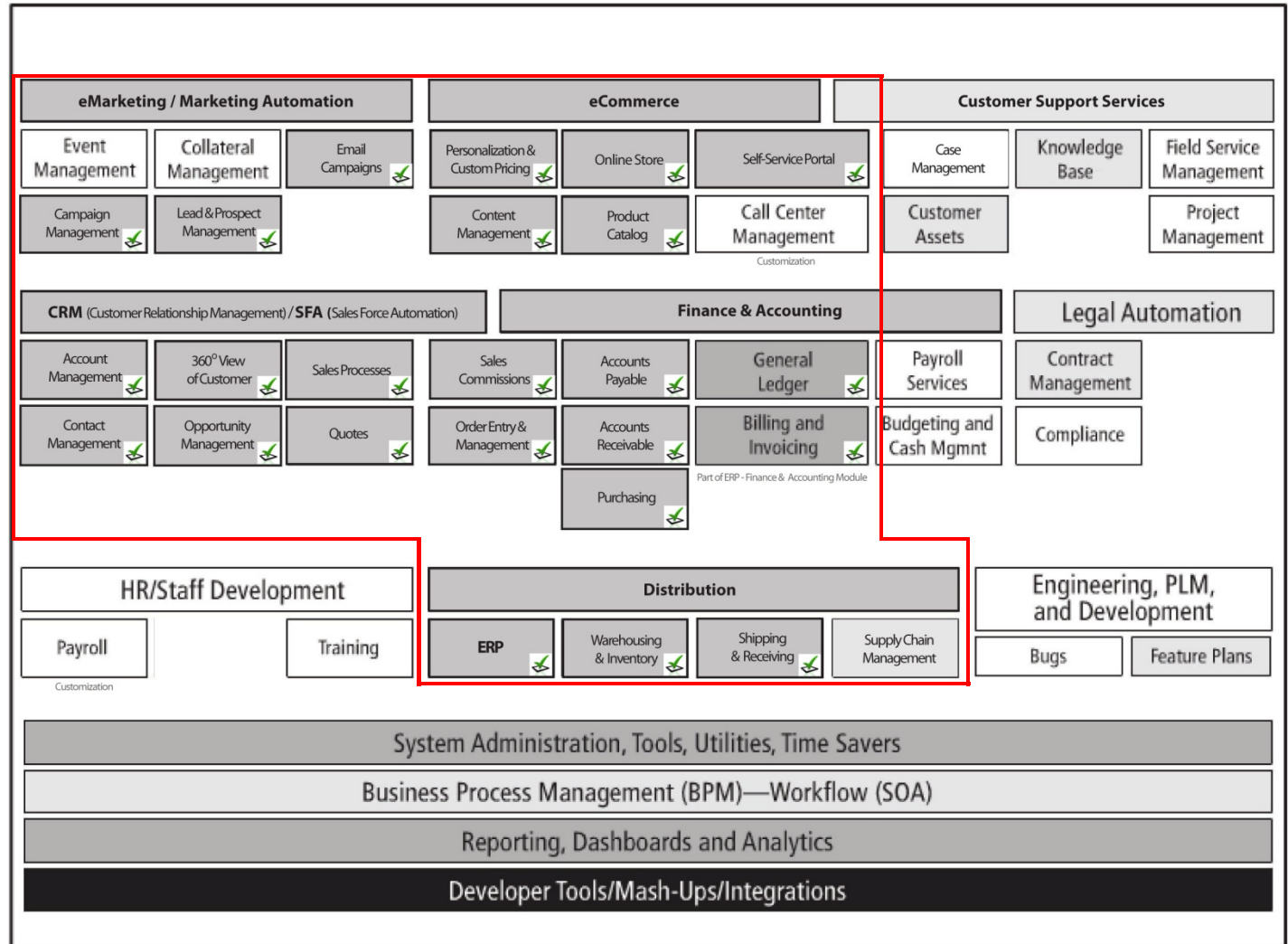
eCommerce + eMarketing + CRM + ERP – comprehensive closed loop system

Customer-Facing Applications

Transactional Support Applications

Back-Office Applications

IT/EAI/Decision Support



✓ Included in Complete System

Almost Nonexistent | Lightweight | Good Enough | Strong