



# ENTERPRISE VALUE ENHANCEMENT

## About us

Advanz is a leading provider of enterprise value enhancement solutions and services, with a focus on the mid-size market segment. Using a patented methodology to find and deliver hidden value in the enterprise, we deliver lasting results with improved productivity within a short period of time of engagement.

We accomplish this with our experienced consultants who use our unique approach and bring specific industry and technical expertise to each project. We have worked with large and small companies in different industries such as manufacturing, business and professional services, financial services, venture capital, distribution and logistics, office products, and government. We have delivered value to each of them.

We offer CRM, eCommerce and Business Intelligence solutions. We help improve sales productivity and provide customization to grow your business efficiently.

## Solutions

Advanz offers specialized custom ecommerce & crm solutions that enhance value for clients. Our solutions are categorized into three specific areas for improved focus and delivery as follows:

### ◇ Alignment of corporate strategy

We utilize our value add cube with our unique value enhancement model to deliver a corporate strategy solution with a comprehensive plan that serves as the ultimate guide to ensure systematic implementation of technology, thus delivering a profitable revenue-increasing mechanism for the enterprise.

### ◇ CRM, eCommerce & demand creation

We use our patented demand creation model to ensure that all linkages connecting to, feeding and contributing to lead-generation, prospect conversion, sales cycle efficiency, and revenue enhancement are addressed. We assess current business and sales processes, optimize, align and streamline them for automation to the extent possible to enhance user adoption of best practices, thus delivering sales productivity. We also help translate the business logic into a CRM platform of choice and build ecommerce systems that are customized and integrated with CRM to enhance revenues.

### ◇ Business intelligence

We use an enterprise value enhancement approach with every DW/BI engagement - thus utilizing a systematic methodology to assess the DW/BI project in the larger context of the enterprise. We provide greater value to clients with sustained benefits over the longer-term, linking strategy to performance via business intelligence.



## Advanz Systems

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# Product Lines

## Deal Director

Deal Director is a comprehensive application to manage the life-cycle of deals for private equity and venture capital firms, angel funds and corporate development departments. It is a deal flow management system that goes beyond a deal flow CRM system because it mirrors the deal flow process of the firm and is customized with over 30 inter-related modules to track deals, funds, LPs, events, documents, companies and contacts.

- ◇ Deal Director is the only enterprise Deal Flow Management System that combines both Deal Flow and Fund Raising in one affordable customized package
- ◇ Achieve improved visibility into the pipeline of both deal flow and fund raising
- ◇ Track deals and portfolio management, referrals, investor prospects, LPs, events such as board meetings, documents and conferences

## Economic Development CRM

Economic Development CRM is a comprehensive and customized CRM application to manage the life-cycle of economic and business development for state governments and large counties who need a system to track companies, identify them, develop relationships with them, and assist them to locate, expand and grow within the state or county:

- ◇ Target economic development opportunities and activity efficiently and effectively
- ◇ Coordinate efforts between different government agencies to improve collaboration

The Economic Development CRM system is designed to track potential private investment opportunities to maximize job creation and job retention, and to work seamlessly with municipalities to help them take

Some of the major benefits of the system include (1) being able to identify and track areas of growth - by region and by industry, within the state or county, (2) being able to determine the drivers of growth of private investment and job creation / job retention, and (3) having all the data pertaining to economic developmental activities aggregated in one system and in one knowledge base with clear visibility into the pipeline.

## eCommerce Cloud Applications

Advanz has deep experience in custom development of eCommerce systems such as Magento and other platforms offering features with AJAX, downloadable products, memberships, Google maps, blogs, forums, and with CMS integration like Wordpress and Drupal. We are adept at integrating financial systems like QuickBooks and CRM systems like SugarCRM and Salesforce.com to make your eCommerce system more complete, help you grow your business, and make your overall operations easier to manage. We custom-build applications that are cloud-based providing both easy access and scalability.



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