



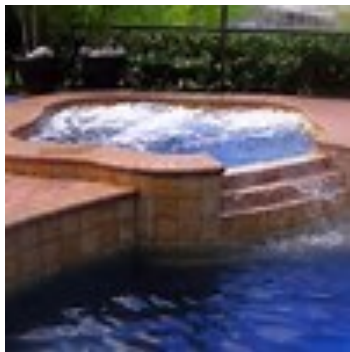
Software Solutions For Pools And Spa Dealers

For over 40 years, Datamann has been partnering with companies wishing to maximize their effectiveness and capitalize on every opportunity. To do this, we spend the time required to know their industry, understand their business model, and identify areas where we most effectively provided solutions to elevate their business.



Recently, Datamann has been working closely with Pool and Spa Supply Dealers to create a system that addresses their market place, and provides the tools to compete and continue to prosper.

Powered by Counterpoint SQL, Datamann delivers tools to manage your showroom, assist your on-the-road sales staff, manage your WEB store while tracking all your customer activity and inventory movement.



With the information gathered in the sales process, you will have the ability to make educated purchasing decisions and identify the customers most likely to purchase that new product line you may be considering.

If you are looking to improve operations and grow your business, we can help...



Showroom / store sales

Choose from regular ticket entry or touch screen ticket entry to process sales, returns, orders, special orders, backorders and layaways quickly and easily, giving your sales people more time to spend with the customer. With our dynamic lookup, quickly access customer information with customer cards (or loyalty cards), account numbers, names, phone numbers or any keyword associated with the customer. New customers can be added without leaving the POS screen. Scanning one of many bar codes for an item will instantly retrieve the item with the retail price for any current promotions or special pricing you have setup for the customer. Finish the sale with cash, credit card, charge payments or combine payments with a customer credit, gift card or accumulated loyalty points.



The system takes over from there, committing and reducing inventory, charging customer accounts, accumulating all accounting activity and creating history for you to analyze company trends.

Back office and outside sales

Answer customer questions quickly and effortlessly. Whether you're checking a customer's order status, adding a new order, checking a balance, making collection calls or looking up history; our account management screen provides up-to-date information at your finger tips. Enter notes while you talk with clients so you can refer back to your last conversation when you talk to them again.

On-the-road sales staff can take customer and inventory information with them on their laptop. While sitting with the customer, a sales person can put together an order and transmit it to the office the next time they have network access. Sales people working from home or the road may access the system remotely to enter their orders or provided customer notes.

**Service
Point SQL**
Management Software

Service tracking and dispatch

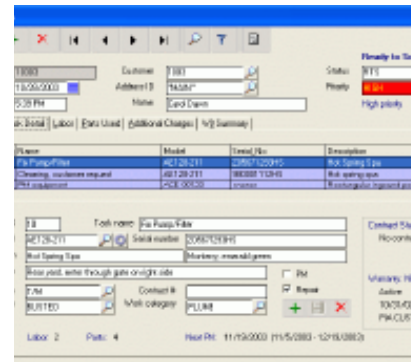
Do you provide installation parts and labor, service equipment in the field, refurbish equipment or do your own fabrication? ServicePoint SQL adds the benefit of scheduling and tracking all of your services. Each project can be setup by task including parts to be used, technician (s) to be assigned, and an estimate of the time required to complete. Inventory parts are committed to the project and technician's time is scheduled appropriately. A scheduling chart allows you to fill the holes in your technician's time with productive activities. You can even schedule company resources such as vehicles, large tools or conference / work centers. As time and parts are entered into the project, estimates are compared to actual expenses giving you a simple job cost view. Billing can be produced directly from the service system or passed back to Counterpoint SQL for customer pickup and payment. Reporting includes item usage reporting by project or by vehicle for truck stock replenishment, technician reporting and service history reports.

Ecommerce sales

Open a new showroom or store without renting new space or increasing your staff! CP Online is an inexpensive way to extend your sales efforts to the WEB without a large investment of your time. Make some simple layout decisions, check an option box in your item records and your new showroom is ready for business. There is no double entry because the information comes directly from your CounterPoint SQL files; item and customer information is published to your WEB site, orders are imported into your system for processing, and email confirmations are sent to your customers updating them on the status of their order.

Customer relationship management

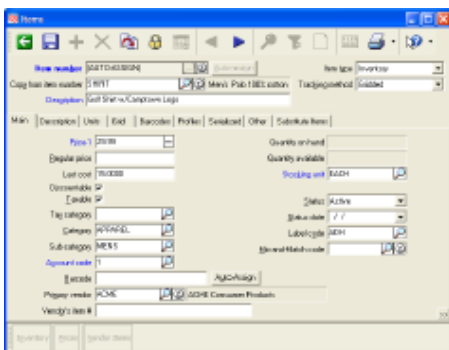
We are firm believers that your best prospect is your current customer, and your best customers are your best sales people. Using historic information saved with every sale, Counterpoint SQL can help analyze customer buying patterns, identify prospects for products you might be considering adding and show you which customers make you money. With user definable profile fields, you can record customer information that is particularly important to your business and create mailing labels for individuals selected by querying that information. Our account management screen gives you access to both past and current activity while letting you record unlimited date and time stamped notes documenting pertinent information or detailing conversations with clients.



Reward your customers using our embedded loyalty program, coupons and gift card features. You can configure your loyalty system to fit your business needs and make your customers happy. Add extra loyalty points to their account with every referral to thank them for the new business they drive your way.

Inventory tracking and purchasing

The advantage of a robust integrated software system allows the use of gathered information. Inventory management is maximized in CounterPoint SQL through many tools. Purchase advice and transfer advice (for multiple location operations) reporting will help you maintain the right inventory in the right place at the right time. Automatic purchase orders can be created using simple min/max concepts, direct replenishment or forecast driven formulas based on the history from one or multiple locations. Inventory status and analysis reporting help you evaluate your ROI and inventory turns.



The strength behind the technology

The combination of CounterPoint SQL, ServicePoint SQL and the many tools that Datamann assembles for your total solution is based on technology that can grow with you. Microsoft SQL, the database engine used by the software, provides substantial growth capabilities and the ability to access your data with the most popular office products, such as Excel, Word, etc. All reports are designed with Crystal Reports giving you the ability to modify or create entirely new reports. The open design of the database and CounterPoint SQL lets you create special queries, triggers and scripts to use your data in any way you desire.

Most importantly, CounterPoint SQL is designed for growth. Whether you have one showroom / store or fifty, one sales person on the road or many, an active WEB site or want to start one; Datamann's solution powered by CounterPoint SQL can help you.



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Contact Richard Berger today for more information

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