

# **THE MARKET INTELLIGENCE MASTER**

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# TABLE OF CONTENTS

Title Page.....	1
Table Of Contents .....	2
Software Description.....	3-7
Market Intelligence Master Functions.....	7-10
Summary.....	11

## MIM SOFTWARE INFORMATION

The following are definitions of terms used throughout this publication:

**MIM** - (Market Intelligence Master) This software package is a CRM product that is focused on market automation, customer retention and the cross selling of products. This software product is housed on a server. This program can be housed on Neu Media servers or can be installed on a server belonging to an organization.

**CRM** - (Customer Relationship Management) This is an information industry term for methodologies, software, and usually Internet capabilities that help an **enterprise** manage customer relationships in an organized way. For example, an **enterprise** might build a database about its customers that described relationships in sufficient detail. This enables management, salespeople, people providing service, and perhaps the customer directly to access information, match customer needs with product plans and offerings, remind customers of service requirements, know what other products a customer had purchased and so forth.

According to one industry view, CRM consists of:

- Helping an enterprise to enable its marketing departments to identify and target their best customers, manage marketing campaigns with clear goals and objectives and generate quality leads for the sales team.
- Assisting the organization to improve telesales, account, and sales management by optimizing information shared by multiple employees, and streamlining existing processes (for example, taking orders using mobile devices).
- Allowing the formation of individualized relationships with customers, with the aim of improving customer satisfaction and maximizing profits, identifying the most profitable customers and providing them the highest level of service.
- Providing employees with the information and processes necessary to know their customers, understand their needs, and effectively build relationships between the company, its customer base and distribution partners.

**ENTERPRISE** - In the computer industry, an enterprise is an organization that uses computers. A word was needed that would encompass corporations, small businesses, non-profit institutions, government bodies, and possibly other kinds of organizations. The term *enterprise* seemed to do the job. In practice, the term is applied much more often to larger organizations than smaller ones.

**HTML** - (Hypertext Markup Language) is a non-proprietary format for producing web pages. HTML is the publishing hypertext on the World Wide Web.

**PHP** - PHP is a server-side, cross-platform, HTML embedded scripting language.

**MY SQL** - MY SQL is the world's most popular Open Source Database, designed for speed, power and precision in mission critical, heavy load use. MY SQL AB is the company owned by the MY SQL founders.

**LAN** - (Local Area Network) A local area network (LAN) is a group of computers and associated devices that share a common communications line and typically share the resources of a single processor or server within a small geographic area (for example, within an office building). Usually, the server has applications and data storage that are shared in common by multiple computer users. A local area network may serve as few as two or three users (for example, in a home network) or many as thousands of users (for example, in an FDDI network).

The main local area network technologies are:

- [Ethernet](#)
- [token ring](#)
- [ARCNET](#)
- [FDDI](#) (Fiber Distributed Data Interface)

Typically, a suite of application programs can be kept on the LAN server. Users who need an application can download it once and then run it from their local hard disk. Users can order printing and other services as needed through applications run on the LAN server. A user can share files with others at the LAN server; read and write access is maintained by a LAN administrator. A LAN server may also be used as a Web server if safeguards are taken to secure internal applications and data from outside access.

**WAN** – (Wide Area Network) A wide area network (WAN) is a geographically dispersed telecommunications network. The term distinguishes a broader telecommunication structure from a local area network. A wide area network may be privately owned or rented, but the term usually connotes the inclusion of public (shared user) networks. An intermediate form of network in terms of geography is a metropolitan area network (MAN).

## SERVER

- 1) In general, a server is a computer program that provides services to other computer programs in the same or other computers.
- 2) The computer that a server program runs in is also frequently referred to as a server (though it may contain a number of server and client programs).
- 3) In the client/server - programming model, a server is a program that awaits and fulfills requests from client programs in the same or other computers. A given application in a computer may function as a *client* with requests for services from other programs and also as a *server* of requests from other programs. Specific to the Web, a Web server is the computer program (housed in a computer) that serves requested HTML pages or files. A Web *client* is the requesting program associated with the user. The Web browser in your computer is a client that requests HTML files from Web servers.

Host Server (Machine) – The physical entity that houses the programs and the data

Client Server - This is an entity that accesses the host entity. It may or may not contain programs and/or data.

What is a Web Service?

A Web Service is a series of applications contained on a host server and accessed using a LAN or WAN such as the Internet. The functions that the web service performs are done so on behalf of a requester who selects options to achieve a specific result and obtain specific information. The Web service can be comprised of many dependent or independent programs that run on a host machine. Examples of Web services include a stock quote generator, a job search application, obtaining articles from favorite magazine, etc....

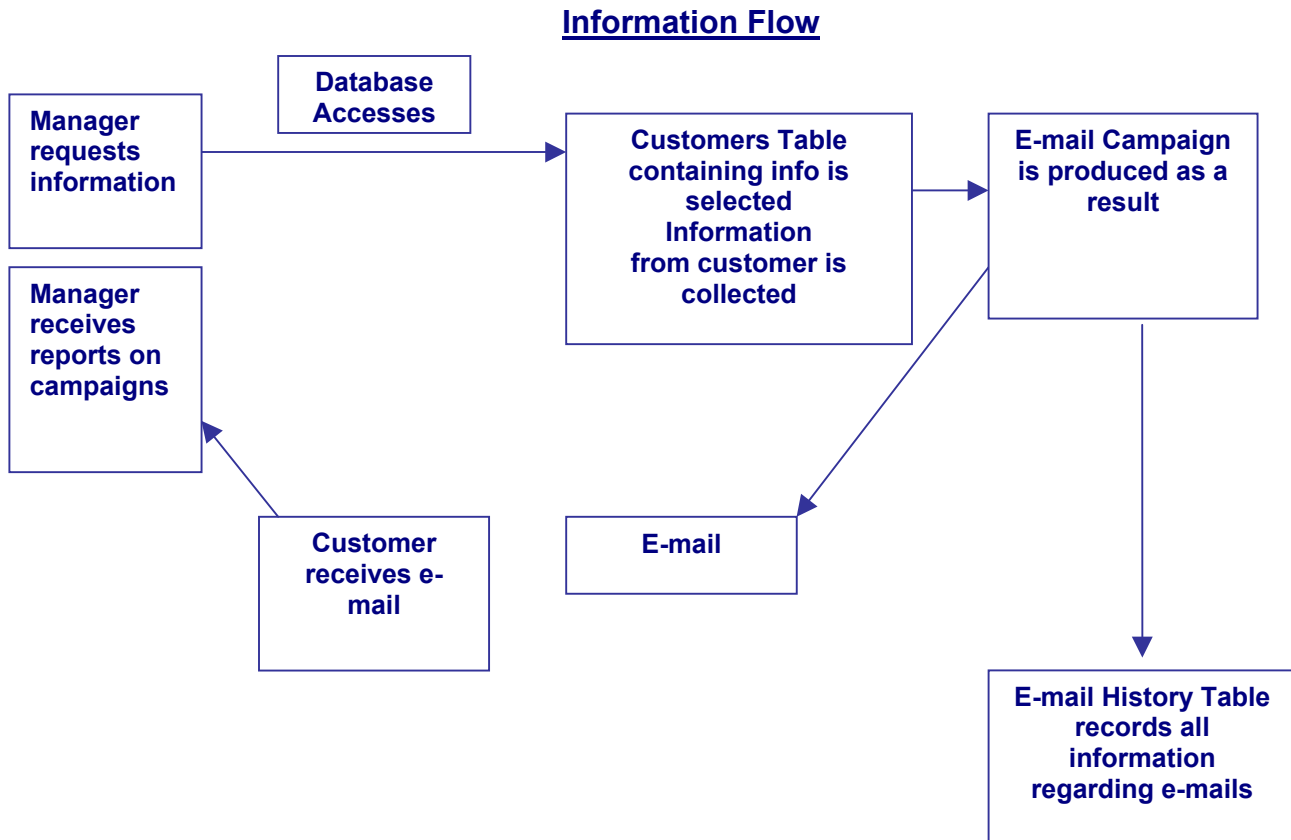
MIM's Web Service

MIM is a complete CRM package that contains hundreds of programs all working together to give the requestor the results they are looking for. The entire front end programming for the MIM is done in HTML. The backend programming is completely done in PHP. The databases are **constructed** using MY SQL.

In the first example of MIM function, a manager puts in a request to see how many customers have purchased the product X in a specific date range. He or

she can then take this information and contact the customers with coupons and gift certificates.

In the second example of MIM function, customer service agents using the same system can suggest complimentary products to the item that is currently being purchased. Agents can then, without prior knowledge of the companies' entire inventories, cross-sell products and as a result sell the customer more products.



The flowchart above represents the flow of data, beginning with a request from a manager and ending with information for the customer. What exactly is happening in the program to achieve such a result? First there needs to be a database that contains the customer information. MIM's customer table contains pre-defined fields of information, but can also be modified to include any information a requestor may want to record. The following is a list of the pre-defined fields contained in the MIM:

• Title	• Product Purchased
• E-mail Address	• Purchase Date
• First Name	• Spouse First Name
• Last Name	• Spouse Last Name
• Age	• Spouse Age
• Sex	• Spouse Birthday
• Birthday	• Anniversary Date
• Street Address	• Phone Number
• City	• Ext.
• State	• Fax Number
• Zip Code	

When all the fields are entered for a customer, it creates a record for that customer. The record is saved in a MY SQL Database.

The second database contains all the products available for sale by a company. The product database includes many fields of information on a particular product including:

• Product name
• Description
• Serial number
• Model number
• Barcode number
• Category and key word associations

When a customer purchases a product, all information about the product is associated with that customer.

## **MARKET INTELLIGENCE MASTER FUNCTIONS**

### **Targeted E-mail Campaigns (Includes Reports on Customer Demographics)**

When an e-mail campaign or report needs to be generated, the user must first choose the type of e-mail campaign or report they wish to run. MIM comes with many predefined e-mail campaigns. These e-mail campaigns can also be customized to include special campaigns for companies. The following paragraph describes the details of initiating such a campaign:

You can specifically select a demographic for your mass e-mail campaign by selecting a date range of purchase dates, a specific product, a specific city, a specific state, a specific zip code and by sex.

So, if you wanted to send out e-mails to customers who have purchased product X, between 01-01-2001 and 02-01-2001 in Miami, Florida who are males, you would make the proper selections and only customers who fit that criteria will receive the e-mail. As previously demonstrated, you can see there are many ways the system can filter data from the customer database.

*MIM includes an e-mail letter database where an e-mail letter can be created. Once created an email is then saved to the server. A mass e-mail campaign can be initiated using a pre-saved letter, thereby saving time.*

Once the mass e-mail campaign has been completed, all records pertaining to the campaign are automatically saved for reporting purposes later. Recorded information includes mass e-mail date, name, subject, quantity sent out, and sender.

### **Utilizing Gift Certificates**

MIM also includes a utility that can create custom-made gift certificates for customers. The term gift certificate is a generic name because certificates can also be referred to as coupons or vouchers.

The following process describes the creation of a gift certificate.

- 1) Gift certificates are created from their original components. The first step is choosing color combinations and then placing text at the desired position on a certificate. Save gift certificates by giving it a unique name identifier.
- 2) The gift certificate is then saved and archived under identifier name on the server.
- 3) Distribution of a gift certificate to a target population is accomplished by using a mass e-mail campaign.
- 4) Gift Certificates are selected in the same manner as stated above for mass e-mailing letters. The difference is that a hyperlink will be sent to a member of the target market's email address.
- 5) Upon receiving a hyperlink, this individual is prompted to click on the hyperlink to pick up their gift certificates. All gift certificates reside on the sender's servers.

6) Customers can redeem certificates in an online e-commerce based shopping system. Gift certificates can also be redeemed at the sender's place of business. Once entered into a checkout system, report results are generated so that campaign effectiveness can be calculated.

For example, you may have sent out 1,200 e-mails of gift certificate A. 300 customers have redeemed gift certificate A at your location so far, that's 25% of your campaign that is working efficiently.

**Note:** The above system can also be integrated into a call center order fulfillment department. Integration is possible across all systems because programming language and database are platform independent.

### **Cross-Selling Customers**

Another valuable feature of the MIM package includes a program that can help you cross sell complimentary products. This function of the MIM package enables an organization to save on the cost of educating sales associates. MIM produces this cost saving by automatically suggesting a complement item to products that the salesperson sells during a sales call or order.

Suggestions would produce complements ranked by price therefore producing a myriad of opportunities to sell more goods in one call. All these increased sales would be achieved without having to expend the time and effort to teach employees all complements of products in inventory. There are two approaches to the cross-sell feature.

The first approach is to cross-sell by product category. The following scenario depicts a situation where the MIM cross sell function helps to increase the total dollar value of a sale:

A customer service representative is selling an existing customer a DVD player. The rep selects the DVD player on his cross-sell menu and presses the cross-sell button, the screen then displays a history of all products purchased by this individual along with a number of relevant complements that can be sold to the customer. Recommendations in this scenario are done by category. The MIM system lists all individuals that have purchased the DVD player and all compliments in the same category that may include: receivers, speakers, TV sets, DVD disks, etc...

In the key second approach, you can cross-sell a product by words. The following scenario depicts another situation where the MIM cross-sell function helps to increase the total dollar value of a sale; A customer service representative is selling an existing customer a DVD player, some of the keywords for that product can be: The artists name, songs, genre of music, and

so on. The system can then match those keywords with another product's keywords and if a match is found, list that product.

**Note:** The above system can also be integrated into a call center order fulfillment department. Integration is possible across all systems because programming language and database are platform independent. In addition, parameters for rankings can be significantly altered to place an emphasis on poorly performing products.

## Summary

MIM is a package that can be applied to the business to consumer market or the business to business market. The sole purpose of this product is to identify needs and trends with the customer or business and to initiate sales and marketing campaigns based on these parameters.

The methods utilized by this program creates a higher success rate because marketing campaigns are based on the customers or businesses needs and purchase history, therefore producing an increased likelihood of success.

MIM consists of several elements: an HTML interface, PHP scripting and a MY SQL database. The main objective of this program is to provide a means of automating marketing in a secure and dependable manner to conduct and coordinate CRM through multiple channels.

Why should an organization select the Market Intelligence Master as its CRM solution? MIM features include mass target e-mail to customer application, purchase history, product cross-sell, and survey reports. To achieve greater functionality, customized features can easily be programmed into separate modules and seamlessly integrated into the MIM. A major concern to clients is cross platform functionality.

Many organizations require an application that can be integrated through the enterprise with currently existing infrastructure. PHP and MY SQL operate on an NT, Unix, or Linux based systems. The scripting language can also be integrated with other commercial (technically supported and robust) databases such as MY SQL or Oracle databases. MIM is therefore the best choice for an organization desiring a highly customizable and scalable CRM solution.