



## Software to Grow Your Business

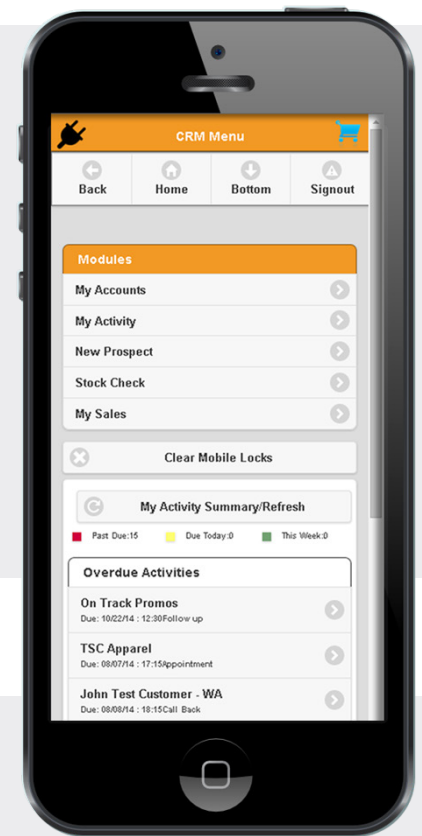
### CRM - Improve sales productivity, customer service & profitability

When your CRM solution is integrated with your Enterprise Resource Planning (ERP) database, every modification to customer information is automatically reflected in your master database. Sales reps enjoy using FDM4 CRM because they can see real time sales and customer information – and that makes it easy to place orders, add customers, and convert a prospect to a customer.

**Accurate, real-time customer account information** is accessed directly from your ERP database. Every time you modify a customer file, it shows up on your database. There are no manual processes, interfaces, or duplicate data entry required to maintain customer information – everything is automatic.

**Convenient mobile access.** On the road, sales reps can take service to a whole new level with instant access to customer order status and history; plus, they can add new activities, place orders, and more – instantly updating the information on the main database – all via smart phone or any device with a java script web browser.

**View most current credit status.** Up-to-date accounts receivable and credit terms can be seen at a glance – before placing an order – to determine whether a client has a good payment history and deserves additional credit.



*Enjoy mobile access to critical business information – anytime, anywhere – via your smart phone.*

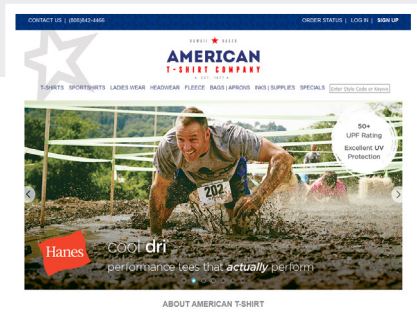
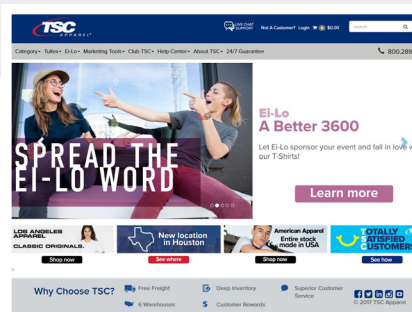
**Create and maintain unlimited numbers** of customers and prospects and associated activities. Users can view event activities assigned to them each day, for the current week, or for the next two to four weeks, as well as past due activities.

**Ensure data integrity with adjustable security settings** via your ERP back office. You control the file settings that determine security access levels and restrict users from viewing specific client files or exporting data to Excel. FDM4 CRM can also restrict update functions, which helps ensure your data integrity.

**Oversee all CRM activity on the system.** Supervisors can view all activities assigned to each CRM user. This assists in monitoring user performance as well as reassigning activities for those who are absent from work.

### Visit FDM4 CRM User sites!

- [americant-shirt.com](http://americant-shirt.com) (ERP, E-COM - B2B, CRM);
- [lanesevenapparel.com](http://lanesevenapparel.com) (ERP, E-COM - B2B, WMS, CRM);
- [cottonheritage.com](http://cottonheritage.com) (ERP, E-COM - B2B, CRM);
- [latapparel.com](http://latapparel.com) (ERP, E-COM - B2B, WMS, CRM);
- [statononline.com](http://statononline.com) (ERP, E-COM - B2B, CRM);
- [tscapparel.com](http://tscapparel.com) (ERP, E-COM - B2B, WMS, CRM)

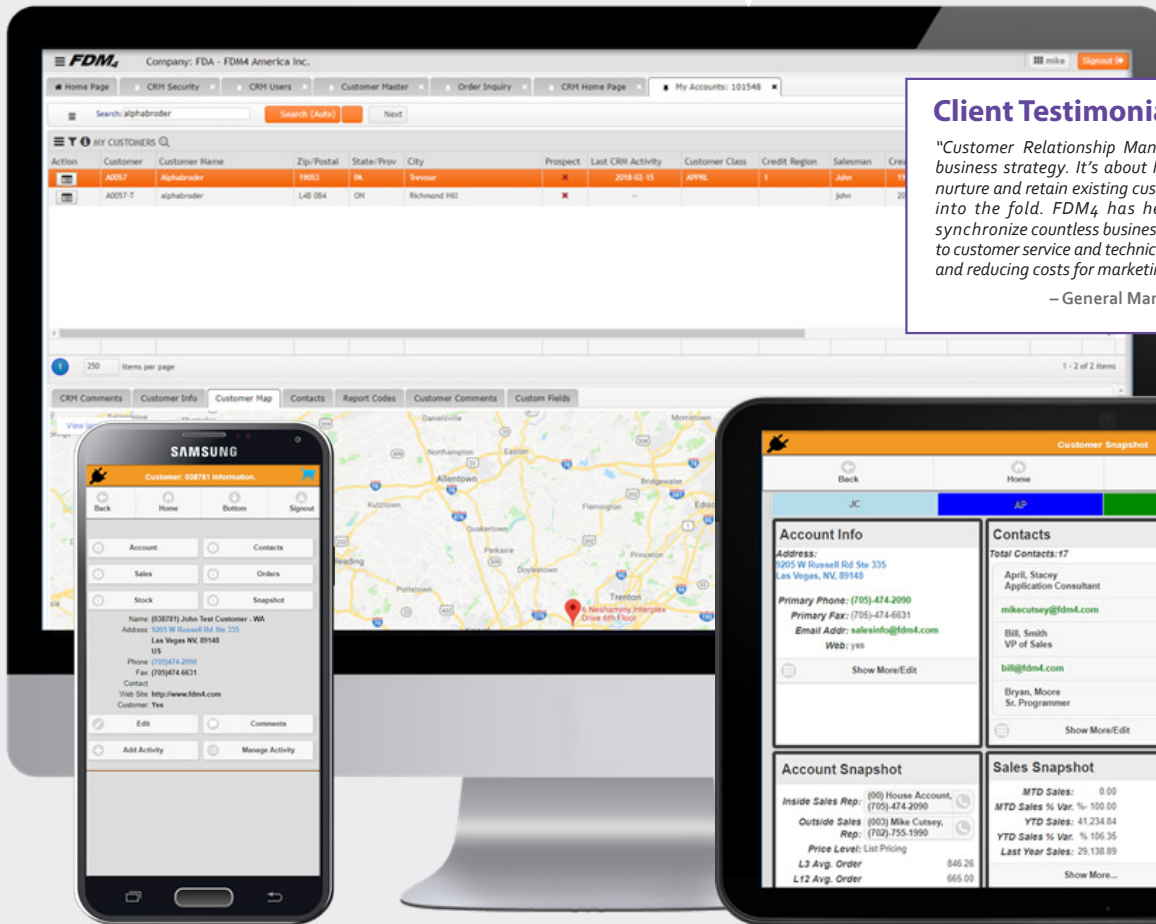


# Consistent, automatic CRM business processes benefit the whole team.

FDM4 CRM provides the tools to help you increase sales and productivity, streamline business procedures, and provide better overall account management.

Customer Profile allows drill down of credit, summary of sales, and drop ship sales; plus, rolling twelve months total sales, pieces, dozens, average days to pay, average invoice, credit limit and terms, and more.

- Record and maintain data about the substance and history of each customer relationship
- Track customer communication – frequency and content
- Gain insight into customer behavior
- Modify your operations to ensure customers and prospects are served in the best possible way
- Multi-user functionality built to support the entire team
- Distributed processing and replication between operating system environments
- Calendar/Tickler File/Appointment Book
- Unlimited number of contacts, activities, companies, and memos
- Pop-up reference tables with built-in line validation
- Built-in security and permissions to support access and ownership
- Opening and closing activity status notification
- Import/Export Utility - ability to import ASCII delimited files
- Relationship and competitor tracking
- Reporting with flexible selection criteria that allows multiple entries per field
- Activity inquiry feature, and more



## Client Testimonials

"Customer Relationship Management plays a crucial role in our business strategy. It's about how we find and attract new clients, nurture and retain existing customers, and entice former clients back into the fold. FDM4 has helped us organize, automate, and synchronize countless business processes - from sales and marketing to customer service and technical support - increasing overall efficiency and reducing costs for marketing and customer service."

– General Manager, Whispering Pines Sportswear



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