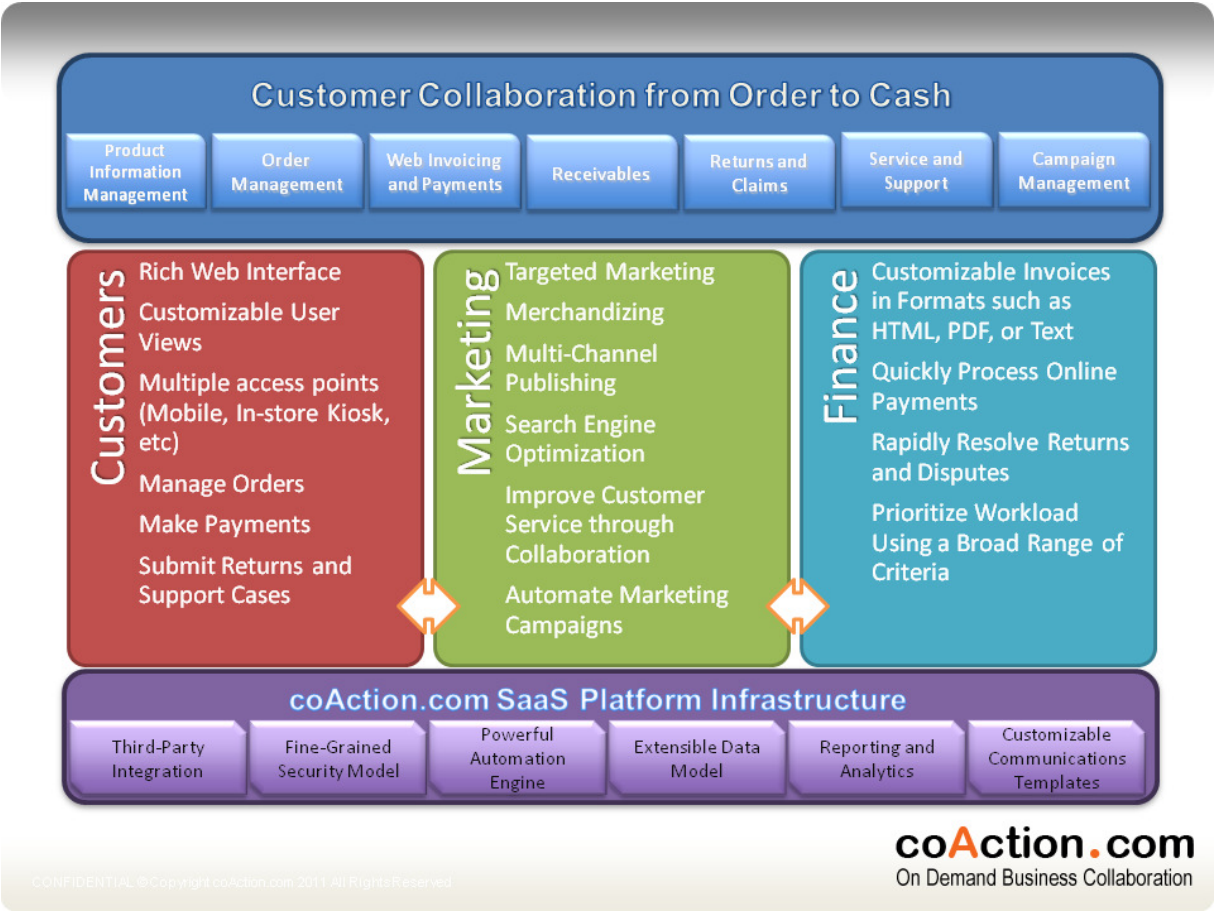


Collaborate with your Customers from Order to Cash

The coAction.com platform is an on-demand, multi-channel ecommerce platform built to enable collaboration with customers from order to cash. The coAction.com platform is built to address the following key business problems:

- ▶ Common customer service and marketing tools such as product information management, order management, invoicing and support are **disconnected** and do not communicate well with each other
- ▶ Deploying and managing an **on-premise** collaboration software infrastructure is **costly** in both dollars and manpower



The coAction.com platform provides powerful solutions modules such as **Product Information Management, Order Management, Claims and returns management, Web Invoicing and Payments, Service and Support** and others in one unified, turn-key **advanced SaaS platform**.

coAction.com Platform Features

- ▶ Enterprise portal customized with your logo and skin provides the ability to share and **collaborate** with your internal users, customers, wholesalers, and distributors in an **intelligent, secure** and **intuitive** manner
- ▶ Provide your customers with **24/7 online access** to detailed **account statements**, customized **invoice templates** and graphical aging breakdowns
- ▶ Online payment gateway enables your customers to **easily pay invoices directly through the portal**
- ▶ Furnish a self-service portal for **claims, returns**, and **customer service** that provides users with real-time updates
- ▶ Users can **send emails, attach supporting documents, enter notes** and **view real time status reports** all from one online solution
- ▶ **Extensible data model**, including master data and relationships to support the order-cash process, including price lists, shipping, taxes, exchange rates and more
- ▶ **Customizable** interface that requires no programming knowledge or expertise to configure
- ▶ Easy **integration** with your existing ERP and CRM systems
- ▶ **Robust security model, automation workflows**, and a **powerful reporting and analytics engine** complete the foundation of coAction.com's leading edge platform.

Platform Benefits

- ▶ Keep everyone from marketing, sales, customer service and your customers on the same page, on a single global enterprise platform
- ▶ Provides a rich **desktop-like** experience (no page refreshes, instant updates, and fast searching) on the web, across all modules, and accessible through multiple media channels, making it easy to use
- ▶ **Software as a Service (SaaS)** platform that leverages cloud technology to provide fast, secure, and scalable applications with **no hardware or infrastructure costs**
- ▶ Hosted, web-based solution is always available through **multiple channels (web, mobile, Tablet, etc.)** with no software to install