

# Product range

Seamless e-commerce  
CRM solutions  
Call centre management  
Customer relationship software  
Bespoke solutions

one system for all your needs



Multi-channel Business Software

# ONE SYSTEM FOR ALL YOUR NEEDS

## ERP BUSINESS SOFTWARE

**MANAGING ORDER PROCESSING, SHOP SALES, STOCK CONTROL, ACCOUNTING, DATABASE AND MARKETING**

PRIAM ERP software offers a complete multi-channel business solution. Just one package comprehensively controls e-commerce, mail order, shop sales, distribution, stock control, accounting, database management, marketing and returns management - the complete ERP software package.

Extremely flexible with a high capacity for user definition and with unrivalled report writing ability. It is being seen as a better alternative to SAP but at a much more affordable cost and lighter maintenance. PRIAM ERP handles

- Order processing • Stock control • Picking & despatch • Shop sales • Database
- Marketing • Reporting • Customer relationship management • Accounts

## CRM SOLUTIONS

**SOPHISTICATED CRM FOR PROSPECTING AND MANAGING CUSTOMER ISSUES. FULLY INTEGRATED WITH OFFICE & EMAIL**

Introducing a new generation of contact management software, PRIAM is the only fully featured, enterprise level CRM package to incorporate

- Sales prospecting contact management system
- Automated customer services
- Integrated database marketing
- Business process mapping and workflow automation
- ODBC links to other databases/reporting tools
- Total correspondence management

Importantly, this is an Enterprise Level product with no limits on the number of simultaneous users or transaction volumes. PRIAM provides a single repository for all customer information across the entire organisation.

## CALL CENTRE MANAGEMENT

**FOR FULFILMENT HOUSES AND CALL CENTRES. WE BELIEVE IT TO BE THE MOST ADVANCED SOFTWARE OF ITS TYPE**

- Call handling/switching • User defined scripting for operators • 'Back office' fulfilment software. No other integrated system seamlessly links all three areas.

Web enabled, telephony integrated, user definable scripting system linked to the full ERP system. Allows multiple worldwide call centres to access central database/warehousing.

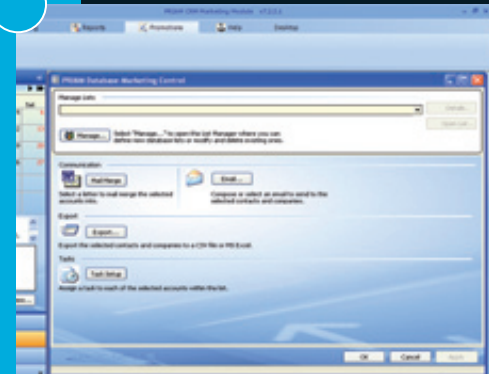
Seamlessly links to the full PRIAM ERP suite of programs for picking, distribution and accounting. This combination puts it in a class of its own.

## REPORTING TOOLS

**BECAUSE YOU NEED TO KNOW THE DETAILS**

PRIAM also offers the following reporting features:

- Nominal ledger report writer
- ODBC link to 3rd party report writer
- Over 300 pre-defined reports
- SQL report writer



## TOTAL FACILITIES MANAGEMENT

**LET US TAKE CARE OF EVERYTHING**

PRIAM offers consultancy, program design, web design, project management, bespoke development and full hosting.

Please contact us to discuss your requirements.

## WHY PRIAM?

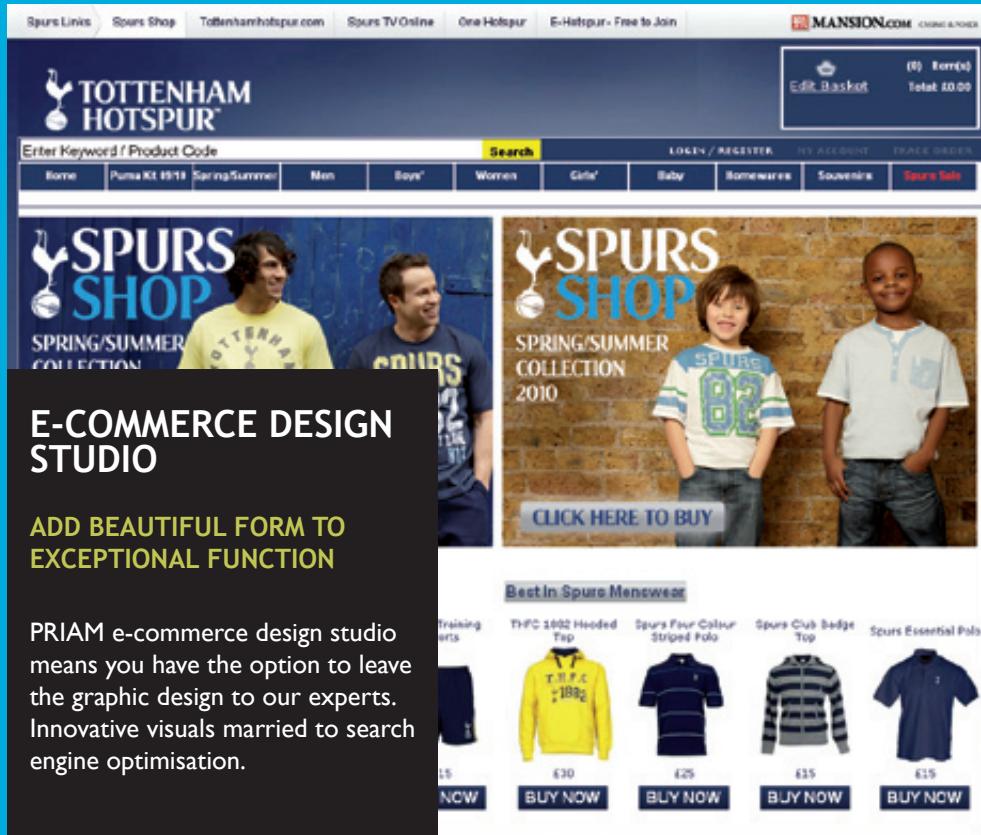
- One system handles all of your business requirements.
- Mature software benefiting from thousands of users over many years - so no risks.
- Supported around the clock by a team of qualified analysts and technicians.
- Full functionality possible - you won't need add-ons or enhancements.
- Professional project management ensuring smooth implementation - we make it happen.
- Utilises a full-scale database giving split second responses without transaction limits.

# SEAMLESS E-COMMERCE

## E-COMMERCE AND CONTENT MANAGEMENT SYSTEMS WITH FULL MARKETING ANALYTICS. EMPLOYS ALL THE CAPABILITIES OF PRIAM ERP

PRIAM e-commerce is a powerful, easy to use e-commerce and content management system. It has everything needed to build and run an e-commerce operation. Combining deep functionality with total flexibility, it integrates seamlessly with the back office, allowing you to take advantage of the full scale ERP/CRM system.

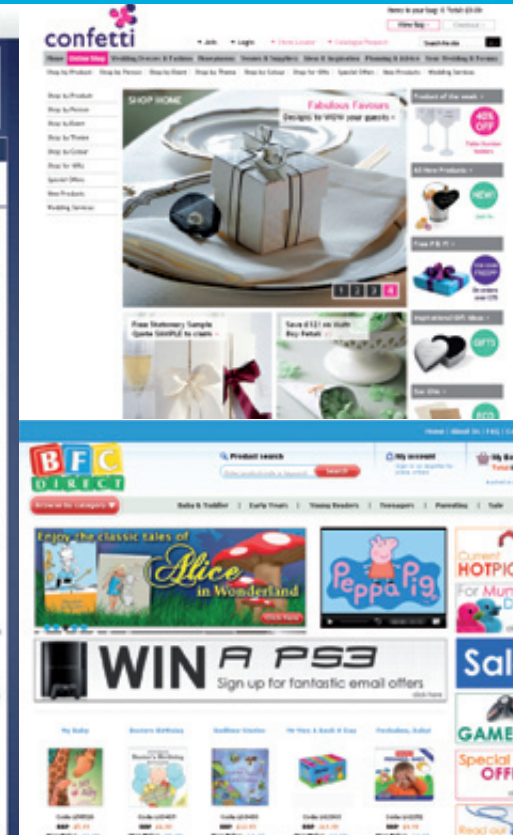
PRIAM e-commerce allows you to manage your own look. It also lets you run your own offers and promotions, tracking response to increase profits. After all you know your business best.



**E-COMMERCE DESIGN STUDIO**

**ADD BEAUTIFUL FORM TO EXCEPTIONAL FUNCTION**

PRIAM e-commerce design studio means you have the option to leave the graphic design to our experts. Innovative visuals married to search engine optimisation.



**confetti**

**BFC DIRECT**

## CUSTOMISED SOFTWARE

### DESPITE THE UNRIVALLED FUNCTIONALITY OF PRIAM WE UNDERSTAND CLIENTS MAY STILL REQUIRE CUSTOMISED DEVELOPMENTS

To adapt to an ever changing business environment, companies need to constantly adapt their software. PRIAM has spent 20 years extending the functionality of its system to provide unrivalled flexibility.

Even so, customers still require customised developments, often at short notice. Unlike most software houses we understand this need and have a team of developers constantly working to specific customer requirements.

## BESPOKE SOLUTIONS

### A RANGE OF PRODUCTS TO MANAGE SPECIFIC MARKET SECTORS FOR CLIENTS WHO NEED A TAILORED SOLUTION

In addition to its unrivalled functionality, PRIAM meets the needs of specific marketplaces:

Brochure fulfilment, charities, continuities, fashion retail, gift registries, membership, mobile phone retailing, publishing, and more.

## ABOUT PRIAM

For nearly 20 years PRIAM has been used by fulfilment houses, international call centres, multi-channel retailers, government departments, retail chains, book clubs and manufacturers.

Over the years the company has invested heavily to build a team of experts in all areas of the design and implementation process. The quality of our staff and products guarantees real business benefits.

The company is financially secure, independent and operates from its own offices in the heart of England.

We are happy for you to spend the day at our offices with a consultant, working through your requirements free of charge. This gives you the opportunity to draw on our wealth of experience in implementing systems for companies like yours.

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