MULTI-CHANNEL BUSINESS SOFTWARE

SYSTEM DETAIL

Contact Management

eCommerce & mCommerce solutions

Full ERP/CRM

PRIAM
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PRIAM is a software package offering total flexibility. It is the complete multi-channel business solution bringing together eCommerce, Mobile Commerce, eBay, Amazon, CRM, Call Centre and EPOS solutions into a single, fully integrated system that holds all your company data.

PRIAM is used in many different ‘niche’ markets including Premier League football clubs, fulfilment houses, fashion retailers, book clubs, IT distributors, charities and music publishing.

PRIAM Software comprehensively controls and unifies all of the different channels to provide one fully integrated business system with a single database at the heart of the solution.

PRIAM can handle large volumes of transactions and large numbers of users. The system is fully multi-lingual and provides support for UTF8 character sets (Chinese, Arabic etc).

PRIAM is extremely flexible with a high capability for user definition. Moreover the report writing capability is unrivalled. As well as providing a huge suite of standard reports with Excel and email options, there is an SQL front-end that allows users to query the database directly and develop their own reports.

Finally, but most importantly, we do not just offer software however excellent. We offer professional training, full project management and a fully committed support team to ensure your customer experience is as good as the one you would want to give to your customers.

Leading companies in the UK and throughout the world use PRIAM. These companies include:

multi-channel retailers
distributors
importers
exporters
fulfilment houses
sales and marketing organisations

The size of these companies ranges from the small business to the multinational plc.
Features

Diverse

The system is multi-client, multi-lingual, multi-currency, multi-cost centre and multi-warehouse. It supports UTF8 character sets to provide multi-lingual solutions on a world-wide basis.

Fully Integrated

All modules are completely integrated in real time removing the need for end of day batch updates and providing real-time reporting.

Limitless

No limit to the number of companies (clients), warehouses, cost centres, ledger codes, stock categories, SKU's, customers/suppliers, accounting transactions etc.

Resilient

Automated backup. Fully resilient with database mirroring for disaster recovery.

Supportive

Full on-line documentation. Fully experienced implementation and support team.

Practical

Standardised throughout. One set of rules to make the system easy to learn and use.

Secure

Full user access controls and audit trail for every process. PCI compliant with fully secure hosting facilities.

Flexible

Output reports to a variety of formats. Schedule them for daily / weekly runs and automatically email them to recipients.
PRIAM Product Range

PRIAM ERP/CRM
A powerful back-office / fulfilment solution providing modules to handle all of your company's requirements from Database Marketing through to Final Accounting.

Call Centre Manager
A Contact Management solution for CRM, Call Centre and Customer Services. Links seamlessly to customer history, stock and order processing. It provides for automated task creation and 'Workflow' solutions.

PRIAM eCommerce
eCommerce platform and content management system which is fully integrated with the PRIAM back-office system. Offering high level of functionality and the ability to create multiple sites, sub sites and landing pages.

PRIAM mCommerce
Mobile commerce solutions including browser based sites for smartphones & tablets and a full range of Apps. Fully integrated to Amazon and eBay.

CRMagic
The only CTI/CLI enabled user-definable scripting system for call centres that links seamlessly to full back office ERP/CRM.

PRIAM Point of Sale
With complete integration to the full ERP/CRM system PRIAM Point of Sale provides true multi-channel capability. Delivered with the very latest chip and pin technology.

Web View
A tool for running and downloading management reports and queries through the web. Ideal for international managers and clients of fulfilment houses.

The essential point about these products is that not only do they handle the total business processing of your company but they are built on a single fully integrated database i.e. all products are looking at the same customer file, stock file, business rules.
Marketing to existing customers on the basis of their transactional history is the most cost-effective and scientific way of selling. PRIAM holds unlimited customer detail and allows for pinpoint marketing through intelligent selections.

Database

One integrated database with no limits on the degree of segmentation e.g. customers, customer types, product interest, prospect’s geography, branches, geo-demographic data, personal details, life-style preferences, etc.

Use of profiles and source codes to segment the database.

Unlimited number of marketing profiles per customer / prospect.

Automatically profiles via transactional events from within the system e.g. specific product purchase, mail shots sent, slow payment, returns, complaint, questionnaire response.

Make complex selections by any criteria to produce lists for mailing / emailing.

Personalised letters, contact reports, standard order despatches etc.

List Handling

Creation of lists through Database wizard.
Import of external databases from any format.

Export of databases to any format.
Validation of Post Codes against Post Office Address File.

Interactive and batch de-duplication by user defined criteria.

De-Duplication

To improve the quality of a database, PRIAM provides specialised routines that ensure the database is free from customer data that is held more than once. This operation is called de-duplication.

PRIAM uses a number of variables to identify accurately different representations of the same person or organisation. Once a duplicate has been found, the details are either automatically merged together or alternatively, the records may be viewed and actioned manually by operators.

Mail Sorting

PRIAM supports all the Royal Mail services that enable preferential mailing rates to be claimed and thereby reduce the cost of mailing.
Media Analysis

Ability to structure campaigns to multiple levels.

Media analysis able to incorporate advertising, exhibitions, drops and mailing etc.

Marketing source codes linked to promotions to drive product and postage discounts, free gifts, BOGOF’s cheapest free etc

All detail captured from order processing, coupon response, the web, catalogue requests, etc.

Allocation of costs to marketing source codes from advertisement costs, mailshots

Catalogue creation, manipulation and analysis.

Campaign Control

Mailings can be handled as individual occurrences or as part of a campaign.

A campaign can be structured into 4 levels.

Mailings can contain offers which drive subsequent processing.

Whenever a mailing is produced, the production details are fed into a campaign control file.

Each level of the campaign can be analysed at the desired level.

When responses are updated back into the marketing database, the corresponding statistics are also updated and the results correlated back to the campaign.

Marketing Reports by Despatched Sales or Response including:

Campaign analysis by media.

Total returns from campaign to include lifetime values of new names.

Direct returns by campaign.

Product profitability by source code/campaign.

List performance by definable periods.

Backorders by product within source code.

Media prominence report.

Catalogue area analysis.

Predicted sales by source code/campaign.

RFV analysis.

RFA analysis.
For companies to thrive in a competitive environment, outstanding Customer Relationship Management has to be central to their business system. Why spend a fortune attracting customers and not focus on retaining them?

Contact management

Record all customer contact methods.
For B2B create multiple contact and branch records.
View the complete customer history and handle all customer events from a single screen.
Receive and send emails/letters from a single source.

Customer Service

Handle any customer query or complaint via automated tasks / workflow.
Handle returns, refunds, upgrades etc.
Create pre-defined responses including standard letters, emails and diary activities.
Automatic escalation of unresolved problems / inactions to higher level.
Reporting and analysis of customer complaints / queries.
Call centre activity analysed by operator time for billing purposes.

Communications with customer

Advise customers of any order cancellation or delay with personalised emails / letters.
Personalise letters and emails from standard templates.
History maintained of all communication with customers.
Sales Order Processing

Flexibility in how you sell is key to selling success and PRIAM really does cover every conceivable angle.

PRIAM contains multiple features within the Order Processing systems including:

- Mail Order
  - Business to Consumer and Business to Business.
- Coupon Response
  - Typically off the page single offers.
- Assembly
  - Creating and selling variable product.
- Trading
  - Where deals are made by immediate margin calculations.
- Continuity Schemes
  - e.g. collectables.
- Free Trial Processing
  - Sale or return after set period.
- Promotion Response
  - Processing vouchers based on promotions to claim products.

Mail Order

Browser based script interface, GUI interface or text entry.

Capture new customer details using user-defined entry windows.

Reference existing customers/prospects by name, account code, postcode, membership number, phone number etc.

Integrated PAF to premise level and immediate deduplication on customer entry.

Customer details and sequence of entry completely user definable.

Recall previous order details by customer reference.
Immediate views of stock pricing and availability with searches by product group, keywords, alternative part numbers, etc.

Set/kit handling.

Personalisation.

Multi-dimensional stock handling e.g. for fashion items, ranges.

Ability to sell 'virtual' stock items e.g. subscriptions, warranties.

Multiple price lists.

Automatic price changes by customer type, promotion, product price breaks, offer, benefits etc.

Operator prompts for alternative items, related products, add-ons e.g. warranties.

Automatic backorder option with option to allocate stock immediately.

Forward orders option to schedule orders for future delivery dates.

Various internal, external and delivery comments.

Production of quotation/proforma invoices.

Courier selection determined by factors such as size, weight and delivery destination.

Delivery charges automatically calculated from delivery service, based on weight, value or quantity of items.

Any permutation of payment methods including credit accounts.

Automatic updating of accounts (sales and nominal ledgers, banking, & cashbook).

Credit card summary reports.

Banking reports by payment analysis further analysed by card type.

International VAT handled automatically from customer/despatch details.

Automatic updating of stock position by allocation before despatch and downdating immediately on despatch.

Stock integrated with purchase order processing.

Automatic updating of customer history and media analysis by source code.
**Coupon Response**

Rapid entry of orders in batches for product-specific promotions.

Default values set by operator and batch to minimise keying.

Set up promotions offering gifts, discounts or points.

Produce operator statistics for billing purposes.

**Promotion Response**

Typically handling orders based on coupons or points submitted.

Record coupons received from customers in return for products.

Rapid entry in batches, with batch defaults set to minimise keying.

Fully integrated with fulfilment and media analysis.

**Trading**

Ability to sell item from supplier's cost price and dealing off margins/mark-up.

Produces orders or quotations.

Orders/quotations can be vetted and require authorisation prior to sending.

**Assembly**

Selling variable sized products from Bills of Materials.

Sales order creates Works Orders.

Automatically orders components and links them back to job.

Components are 'absorbed' into finished product giving full audit trail.

Finished Works Orders link back to order despatch.

**Free Trial Processing**

Despatch orders along with ordinary orders.

Invoice or arrange/chase return at end of trial period.

**Continuity Schemes**

Ability to sell series of products over given period with variable call-off points and different payment terms and schemes.
Powerful eCommerce with all the features you need to take your business on-line. It is the only Content Management System which offers real-time integration with the PRIAM back-office system.

Numerous Features include:

- Full integration in real-time with the back-office fulfilment system
- Seamless credit card handling with full PCI compliance, Payer Auth and full SSL encryption for complete security.
- Supports a wide variety of B2B and B2C models
- Sophisticated navigation/searching with faceted navigation, keyword search, featured products and breadcrumbs.
- Create an unlimited number of sites, subsites and landing pages from a single system.
- Multi-dimensional (fashion) products, multiple images per product, image zoom, product review and blogging.
- Powerful CMS - WYSIWYG editor for content, CSS editor for styling and XML editor to customise built-in features.
- Full account management and order history. Order tracking through to final delivery.
- Full multi-lingual (UTF8) support and multi-currency processing.
- Multiple promotions types, personalisation, gift wrap, related items, wish lists, sticky basket.
- Powerful analytics and SEO - auto generated site map and friendly URLs.
- Integration with social media such as Facebook, Twitter and Pinterest.

The beauty of the PRIAM eCommerce solution is that everything is set up and maintained by the customer on the back-office PRIAM ERP/CRM system.

Ask us to point you to our customers’ eCommerce sites so you can begin to appreciate the marketing possibilities from sophisticated e-trading.
The power of PRIAM’s eCommerce solution is now available for mobile and tablet. We also provide full integration to marketplaces such as eBay and Amazon.

Features

Browser based solutions that are completely device independent.

Apps for iPhone, Android and tablets.

Powerful ‘push notifications’ to enable you to reach out and market to your customers.

Powerful, flexible Content Management System - WYSIWYG editor for content, CSS editor for styling and XML editor to customise built-in features.

Provides shared login with the main eCommerce site.

Powerful SEO and SEM – 100% search engine friendly with auto generated site map and friendly URLs. Links to social media such as Facebook, Twitter and Pinterest.

Full multi-lingual (UTF8) support and multi-currency processing.

Secure credit card handling with full PCI compliance and full SSL encryption for complete security.

Create and content manage an unlimited number of sites, subsites and landing pages from a single system.

Full integration in real-time with the back-office fulfilment system.

Sophisticated navigation/searching with faceted navigation, keyword search, featured products and breadcrumbs.

Multi-dimensional (fashion) products, multiple images per product, image zoom, product reviews and blogging.

Full account management and order history. Order tracking through to final delivery.

Multiple promotions types, personalisation, gift wrap, related items, wish lists, sticky basket.

Fully integrated with marketplaces such as eBay and Amazon.
Whether you have a single till in a shop or dozens of tills over many sites, PRIAM controls them from one central location. PRIAM fully integrates all aspects of the shop activity with the back office processes and analysis.

Features

- Manages any permutation of PCs, tills, receipt printers, touch screens.
- Allows multiple sites to be connected on-line using standard Internet connections via VPN.
- Optionally barcode based.
- On-line stock look-up by multiple criteria including keywords.
- Allow discount for line item or whole sale. Analyse discount reasons.
- Invoicing/customer creation available from till. Quick customer capture through use of Post Office address file.
- Can creates ‘mail order’ orders for subsequent despatch by the warehouse.
- Handles non-stock and second-hand stock scheme for VAT. Refunds/returns handled.
- Direct links to credit card charging, chip & pin devices. Fully PCI compliant.
- Unlimited layback i.e. interrupting one sale with another.
- Immediate update of all ledgers, VAT, final accounts, stock, purchasing, sales analysis, banking etc.
- Full audit trail of each sale with till roll lookup.
- Till summary by forms of payment.
- Staff sales analysis/commissions based on staff and/or product criteria.
- Capture special orders, customer payments, repairs entry etc, at till.
- Reserve stock from till with optional deposit taking.
- Full petty cash handling linked to tills and ledgers.
Fulfilment

An efficiently organised fulfilment system which handles the numerous problems of picking, despatch and backorders is absolutely essential to an enterprise dealing with high volumes of orders.

Picking

Picking lists only produced for items that are ‘in stock’ and available to be picked.

Choice of single picking/despatch document or mass picking lists. Decide whether to have split deliveries and/or split lines.

User-definable picking criteria based on any combination of product type, delivery method, cost centre, order size etc.

Clear visibility of orders available to pick and required picking methods.

Output to paper, scanners or voice picking systems.

Multiple business processes supported, including mandatory packing, scanner picking, single order despatch and bulk order despatch.

Production of courier labels and customer documents at point of picking or at point of despatch for all major courier systems and Metapack.

Automatic handling of picking shortages by de-allocating products from the required orders.

Despatch

Can be performed either on an order or on a picking list basis.

Automatic production of customer delivery notes and invoices if required.

Automatic production of courier manifests.

Automatic confirmation of despatch by email.

Drop shipment notes produced where supplier will despatch goods directly to customer.
Order Management

Order management screen and reports to identify problem orders and action them.

Options for automatic suspension of orders for checking based on value or address.

Automatic linking of back orders to suggested purchase orders.

Automatic allocation of received stock to customer back orders.

Multiple reports analysing back orders by supplier, age, product etc.

Returns

Returns optionally reference customer’s original order.

User definable actions to handle stock and accounting.

Complete flexibility on refunds/credit notes/replacements.

Analysis of returns by user definable parameters.

Returns authorisation procedure for ‘large’ items.

Option to replace prior to return.

User definable returns letter with refund cheques
An accurate stock control and warehouse management system is a prerequisite for profitability. PRIAM is used by many companies carrying different types of stock but all requiring absolute control over the stock handling process.

General

Allows for multiple warehouses and within each warehouse multiple locations.

Handles sets, components, products, works orders and Bills of Material.

Associate images and other files against each item.

Goods Received

Multiple goods inwards processes.

Log delivery note details. Optionally book goods in against existing POs or not.

Can book items in via electronic file or barcodes using a variety of handheld devices.

Produce put-away lists. Identify bins to put stock away via warehouse map.

Maintain stock against many bins or multiple items in one bin.

Identifies backorders and special orders immediately to put aside.

Full track and trace for serial and batch numbers.

Discrepancy handling for over/under deliveries.

Produce own stock labels with barcode options.
Stock Take/Stock Adjustments

Stock take from lists or a variety of hand-held scanners.
Freeze stock giving discrepancy status to be resolved while trading continues.
Automatic write-off affecting both stock and nominal ledger. Full audit trail.
Individual adjustments for any warehouse or bin.

Stock Movement

Automate the replenishment process to shops or picking face.
Can be instigated individually or en masse warehouse to warehouse.
Inter-warehouse smoothing of stock levels.
Movements via intermediary warehouse e.g. transit.
Special orders for branches automated at Head office.
Accurate and timely supplier information is vital to the efficient company wishing to reduce direct costs such as stock for sales and the administration overhead of handling suppliers.

In order to negotiate the best terms with each of your suppliers you need detailed and timely information.

PRIAM Purchasing features include:

- Suggested replenishment based on criteria set for stock items.
- Automatically create max/min levels from previous sales/order history.
- Replenishment suggestions from multiple factors.
- Reorder lists by supplier.
- Each line of automatic reorder is explained and can be overridden.
- Purchase orders monitored for non-delivery.
- Multi-branch consolidation and allocation.
- Reconciliation of purchase orders against supplier invoices.
- Amend any part of a purchase order.
- Handles purchase requisitions for non-stock items.

Forecasting

Ability to have various forecasts over any future periods based on any past / current period.

Can extrapolate sales through a percentage.

Can amend previous sales history (plus or minus) to even out anomalies/one-off situations before creating forecast.

Can break down forecasts from category down to individual item level.
PRIAM provides its own set of accounting modules. Each module is fully integrated with the core fulfilment system and accounting entries are made automatically in ‘real-time’ as transactions are processed.

Sales Ledger

Updating of customer accounts directly from order processing.

All transactions analysed in sales ledger daybook and automatically entered into cash books, VAT book, and nominal ledger.

Production of statements, aged debt and varying severity chase letters.

Customer payments can be manually or automatically matched to invoices.

Manual entry of all sales ledger transactions independent of order processing/returns.
Purchase Ledger

All transactions analysed in purchase ledger daybook and automatically entered into cash books, VAT book, and nominal ledger.

Production of remittance advice, supplier statements and aged credit reports.

Supplier payments can part match an invoice or match several.

Automatic identification of suppliers requiring payment and the ability to generate a batch payment run directly.

Supplier payments can be made either on account or against one or more invoices.

Optional facility for registration of purchase invoices and authorisation as separate processes with on-line reference to goods received notes.

VAT

Ability to account for transactions posted into previous periods.

Completely flexible VAT codes and periods.

Holds all previous VAT returns for on-line reference. Intrastat and EC sales lists.

Nominal Ledger

Flexible accounting periods.

Journals, recurring and reversing journals, prepayments and accruals.

Immediate Trial Balance, Profit and Loss and Balance Sheet.

Management Accounts Report Writer to customise own reports.

Full nominal analysis by transaction and periodic history with audit trail from TB back to individual transactions.


Budgets.

PRIAM benefits from having an in-house team of qualified accountants who advise development staff on best methods, and also assist customers on the best ways to use the PRIAM accounts.
Companies working in a competitive market must constantly fine-tune their business processes in order to drive out inefficiencies, reduce costs and improve Customer Service.

The PRIAM reporting set is designed to provide key performance indicators using ‘real-time’ data to allow you to focus on those important business areas without having to trawl through masses of data.

Each PRIAM report has a ‘report wizard’ which allows you to vary report parameters. All reports can be sent to screen, printed, sent to file and scheduled on a daily, weekly or monthly basis. Scheduled reports can be emailed to internal recipients or external clients.

Additionally PRIAM clients can use ODBC reporting tools such as Crystal Reports to create their own reporting.

Our reporting covers all areas of the system including those listed below:-

- Contact Management and Customer Service
- Marketing / Media Analysis
- Warehouse Management, Stock Valuation and Audit
- Sales Analysis, Order Intake / Fulfilment / Backorder status
- Forecasting / Purchasing
- Accounting, Sales, Purchase & Nominal Ledgers, VAT and Cash Book

From 11JUN04 to 11JUN12

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PRIAM Order Intake Analysis Report / SR130

PRIAM CRM
Demonstrations:

To have an informal discussion or arrange a demonstration please contact Glyn or Steve via the options shown below.

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