12

Great Reasons to buy…

PowerTrax Pro

All in One

- Contact Management
- Order Entry
- Scheduling
- Word Processor
- PDF Printing
- Built-in Faxing
- Integrated E-Mail
- Search Engine
- Reports

All-in-One Sales Automation

Ever feel overwhelmed by the number of different tools you need to run your business? Get yourself back on top with PowerTrax Pro™, the productivity and management system for sales agents.

Unlike generic databases and contact managers, PowerTrax Pro is built exclusively for manufacturer's reps. By working closely with both stocking and non-stocking rep firms within the industry, Soft Solutions has developed and refined the product's feature set to accommodate the toughest rep agency requirements.

PowerTrax Pro combines all the tools you need into one integrated program. From contact management, order entry and scheduling to word processing, faxing and E-mail, it's all here. You even get a point-and-click label generator and powerful reporting and graphing tools.

What's the biggest benefit of an "all in one" package? Everything is right where you need it! Your contact data, pricing, orders, reports and schedule are all at your fingertips. You only have to go to one place to perform any sales related task!

- Need to find a contact? Use PowerTrax Pro.

- Have to process an order? Use PowerTrax Pro.

- Want to send a fax or an e-mail? Use PowerTrax Pro!

- Need a sales report? PowerTrax Pro has it covered.

Read on to find out more about how PowerTrax Pro can help get your rep business on the fast track!
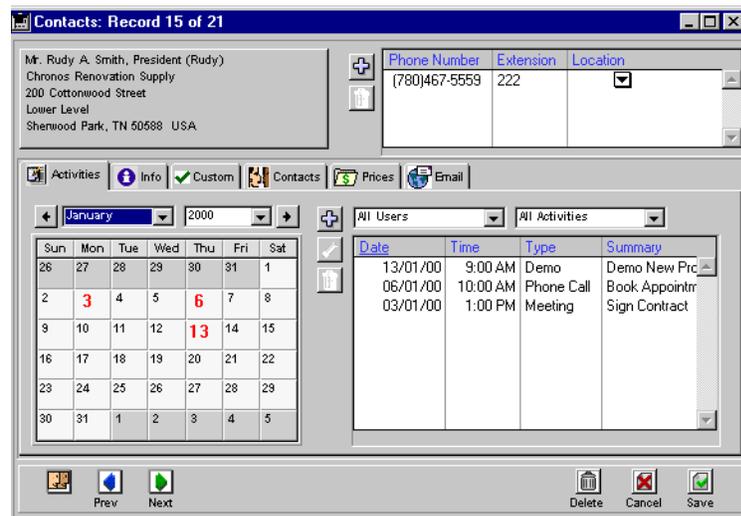
- Contact and Company Records
- Keywords
- Activities
- Custom Fields
- Sales History
- Objectives

Getting to know you…

PowerTrax Pro provides rich, in-depth contact management that easily matches the features found in other stand-alone contact managers like ACT or Goldmine.

PowerTrax Pro's contact management component works at both the contact and company levels.

For each contact, you can store address information, phone and fax numbers, a history of activities and other usable information such as lead source, best contact time and customer status. You can even customize up to 18 data fields to hold contact information that's unique to your requirements.

At the company level, you can store multiple addresses, phone and fax numbers, names of related contacts, multi-tiered product pricing and a transaction history. You can also track sales objectives and opportunities.

Both contact and company records can be tagged with keywords to make data searches easier.

©Soft Solutions, Inc.

- Multi-tiered Pricing

- Sales History

- Sales Objectives

- Easy Reporting

- Links to Sales Activities

It's the 'Principal' of the Thing

Multiple-line selling is the life blood of the manufacturer's rep industry. Multiple-line selling gives you the opportunity to reach a variety of markets, while increasing your profits and decreasing your risk. However, along with the benefits of multiple-line selling comes the problem of how to manage the information for the different principals.

PowerTrax Pro makes it a breeze to manage each principal and its related contacts, products and multi-tiered price schedules.

Each principal record contains address and phone data, lists of all principal products and contacts, price schedule information and a complete history of all orders placed with and invoices received from the principal.

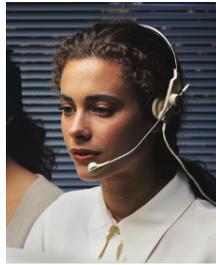You can also create and track sales objectives for each of your principals.

If your principals want to know "what have you done for us lately," you can use PowerTrax Pro's reporting tools to show them. You can create reports based strictly on sales figures, or put together a report based on any sales activity—phone calls, demos, ad campaigns—related to each principal.

- Quotes, Orders
  POs, Invoices

- Built-in
  Intelligence

- Easy Change
  from Quotes
  to Orders

- Customizable
  Entry Screen

- Separate
  Display and
  Print Formats

May I Take Your Order Please?

Designed for a rep business, the Power-Trax Pro order entry system lets you create quotes, orders, POs and invoices from one easy-to-use input screen.

PowerTrax Pro takes advantage of built-in intelligence features such as data lookups, calculations, automatic quote number generation and error checking to make order entry as smooth as possible.

With the click of a mouse you can create orders based on the information in existing quotes, or create principal invoices using the data from existing orders.

Commission tracking is made easier because PowerTrax Pro automatically separates non-commissioned items such as shipping, insurance and tax from commissioned line items. PowerTrax Pro can also handle commission splits that are shared among multiple sales persons.

Best of all, the order entry screen is fully customizable so you can show only the information that you want. And you can have multiple display and print formats.
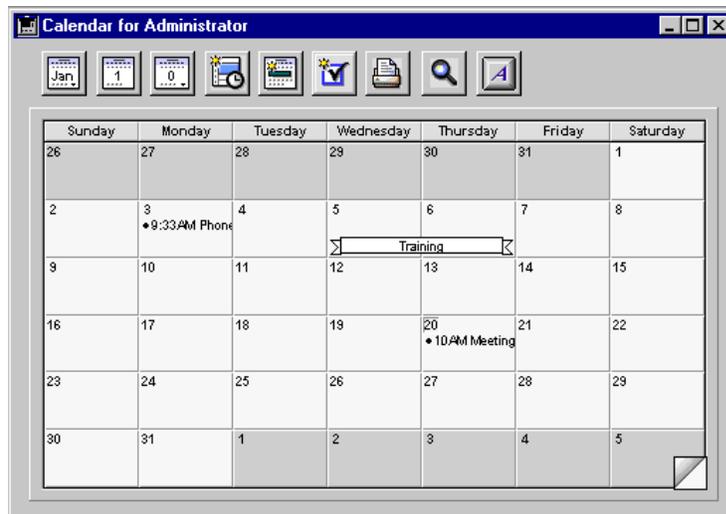
©Soft Solutions, Inc.

- Built-in Scheduling

- Easy-to-use Calendar

- To Do Lists

- Search Capability

- Drag & Drop

- Multi-day Events

Keep it all Together

PowerTrax Pro has a robust set of scheduling tools that free you from the hassle of using a separate time management package.

PowerTrax Pro has features you'd expect to find in a stand alone scheduler: an easy to use calendar, a to-do list with reminders, drag-and-drop group scheduling, search capabilities and more.

You can add single-day or multi-day events to your own calendar, or use the drag-and-drop group scheduling feature to copy or move events to another user's calendar. With each activity you add, you build an audit trail that reminds you when you last contacted your customer.

The biggest benefit is that all your information is stored together in one database. For example, when you add activities to your PowerTrax Pro calendar, you can link those activities to the contacts and principals that already exist in your PowerTrax Pro database. Now it's easy to create a report based on activities by principal.

©Soft Solutions, Inc.

6

Word Processing

- Full Function Word Processor

- Mail Merge Capability

- Allows use of Graphics

- Style Sheets

- Link Merges to Contact History

Write to the Top

Communicating your marketing message to customers is the key to any sales effort. Whether you're getting in touch with a new prospect or following up with customers for repeat business, sales letters are an important part of getting your message across.

PowerTrax Pro's fully integrated word processing module lets you create custom business letters that can be merged with your contact records, then printed to hard copy or PDF, faxed directly from within PowerTrax Pro or sent as an email message.

Designed specifically to give you precision mail merge capability, the PowerTrax Pro word processor is an elegant and robust tool that intelligently organizes your documents for easy access. Automatically create a client history record to track the who, what, when, where and why of every mail merge.

You can increase your visual impact by adding graphics to your document. And writing letters is only the beginning. You'll have quick access to a library of all the letters you have written in a format that makes sense.

Get the Word Out

E-mail has become such an indispensable tool for business that it's hard to imagine getting along without it. It is without a doubt, the fastest, easiest way of getting your message out to customers, around the block or around the world.

PowerTrax Pro's powerful, easy-to-use e-mail component eliminates the need to use a separate e-mail application to send out messages to customers.

Use the full featured address book to hold individual e-mail addresses, or organize the addresses into groups to make e-mail broadcasts quick and easy.

You can also include any file as an attachment with the messages you send out. And speaking of attachments, PowerTrax Pro easily creates PDF documents that can be e-mailed to your clients.

Why Not Send the Best?

What could be better to send along with an e-mail than an Acrobat PDF (Portable Document Format) version of your quote, order or sales letter? Attaching a PDF document within an email transmission is universally appealing because of its speed and thrift. Similarly, in comparison to a faxed document, PDF has no loss of resolution as it delivers your documents in the same format they were created.

With the click of a button, PowerTrax Pro lets you produce PDF versions of your quotes, orders, invoices, POs and sales letters. You can even merge your PDF documents with contacts to produce personalized letters.

- Integrated E-Mail

- Full Function Address Book

- Support for Attachments

- Built-in PDF Support**

** Requires the Adobe Acrobat PDFWriter Print Driver

©Soft Solutions, Inc.

- Built-in Fax Support*

- Attach Other Files to Your Fax Messages

- Works with Leading Fax Software for Windows and Mac OS

* Requires WinFax Pro 9.0 or later on Windows

  4-Sight Fax on Mac OS

Beat the Fax Machine Lineup

Integrated fax support lets you connect to external desktop faxing applications so you can fax quotes, orders, POs, invoices and sales letters directly from within the PowerTrax Pro application.

If you're faxing documents the old way, you have to print your document, walk to the fax machine, stand in line, fill out a cover sheet, dial the number, feed the paper in, then listen for the 'squeal' that tells you your fax went through. What a waste of time!

Compare that with PowerTrax Pro's built-in fax capability: You have that important quote on your PowerTrax Pro screen; with a click of the 'Fax' button, you see the Fax Options dialog which lets you select a cover page and enter any necessary comments. Click the 'Fax' button again and the quote is on its way to your client and you're on to your next customer!

PowerTrax Pro supports the following desktop fax software applications:

- Symantec WinFax Pro version 9.0 or later (Windows)
- 4-Sight Fax (Mac OS)

©Soft Solutions, Inc.

- Simple or Complex Searches

- Point & Click Interface

- Lightning Fast

- Search Across Multiple Tables at Once
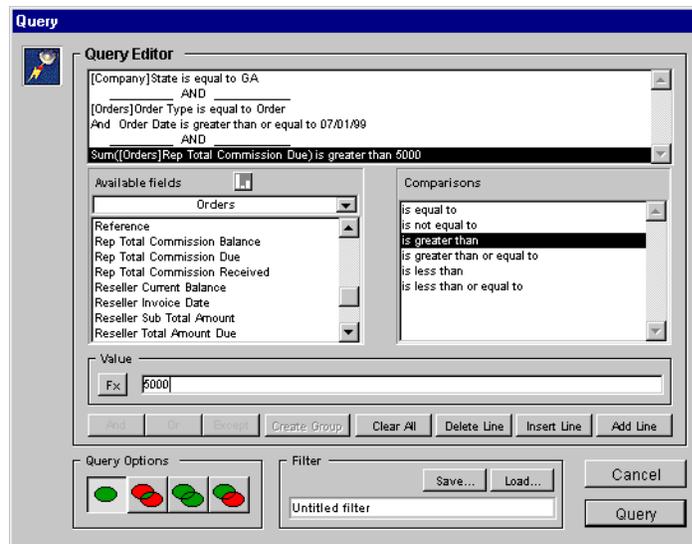
- Search Filters can be Saved and Loaded

Find What You Need…Fast!

PowerTrax Pro has a super-charged search engine that opens the door to the entire database. Complex searches are a breeze for PowerTrax Pro because it can search across multiple database tables at once. You can find the answer to your question in a single search, not three or four.

And it's lightning fast! Data mining has never been so easy…or effective.

Better yet, you don't need to be a programmer to use it. PowerTrax Pro's simple point-and-click interface that lets you build sophisticated, multi-table searches that work like they were designed by a professional.

With that kind of power at your disposal, you can easily dig out the data that shows you where to focus your resources to get the best results.

©Soft Solutions, Inc.

10

Reports & Graphs

- Built-in Reports

- Customized Reports

- Built-in Chart Wizard

- Can Create 2-D or 3-D Graphs

Show and Tell

One of the most important tasks in data management is report generation. Detailed, accurate reports make it easy for you to analyze your business performance.

With PowerTrax Pro, you get the reporting capabilities you need to show the answers to questions like:

- Which sales people have the highest sales?
- Which areas of your business need improvement?
- What are the sales figures for this quarter?
- How many sales activities have been carried out for a specific principal?

You can choose from one of the built-in reports that come with the application, or you can build and save your own custom reports on the fly with the PowerTrax Pro Quick Report Editor.

If you prefer a more graphical approach, you can use PowerTrax Pro's Chart Wizard to create a wide variety of two- and three-dimensional plots without having to export the data to a graphics package. You can create graphs from the data in your database or from data that has been copied to the Clipboard from another application. You can graph data directly from fields or you can graph the results of calculations on data.

- Tele-Training

- 90-Minute Classes

- High-Quality Instructors

- Cost Effective

- Solid Support

- Regular E-mail Info Updates

- On-Line Forum

- Toll- Free Support Calls

Earn While You Learn

To help you get the most out of PowerTrax Pro, comprehensive, instructor-lead training is available from Soft Solutions. And you don't have to leave your office!

You can call a toll-free 800 number to join one of our 90-minute "Tele-Training" classes on key subjects such as database administration, contact management, scheduling or how to search the database.

During each class, a friendly, enthusiastic instructor will answer your questions and lead you through a series of step-by-step exercises that show you how to use PowerTrax Pro in real world situations. You'll get focused, usable instruction at a reasonable price without taking too much time from your business.

The more you learn how to use PowerTrax Pro, the better the results on your business' bottom line.

Help When you Need It

At Soft Solutions, customer service doesn't end once you buy our product. We're here to ensure that your PowerTrax Pro experience is as problem-free as possible.

If you require help with PowerTrax Pro, Soft Solutions provides technical support through a variety of methods:

- Regular updates of information plus tips and tricks through our E-mail list server
- An on-line forum where PowerTrax Pro customers can submit questions, post answers, and share information or ideas with other reps
- A 1-800 number for personalized tech support

Solid product, solid support.

12

- 12 Years
  in Business

- Solid, Reliable
  & Innovative

- Focused on
  Software

- Easy to do
  Business With

- Money-back
  Guarantees

- Committed to
  Customer
  Satisfaction

You're in Good Company

At Soft Solutions, we believe our product is a reflection of our company: solid, reliable and innovative. When you buy PowerTrax Pro, you get a great product and a great company behind it.

Soft Solutions has been in the software industry for 12 years and has customers in more than 30 countries. Our team of programmers are committed to finding lasting solutions to business challenges through the development of software products and services.

Some of our competitors in the rep software industry are splitting their time by running rep businesses on the side. Not Soft Solutions. Great software is all we do. When we developed PowerTrax Pro, it got our whole focus. If you need help or support for PowerTrax Pro, we're here. Soft Solutions is committed to serving the rep industry by sticking to what we do best.

Doing business with Soft Solutions is easy. We're approachable, responsive and dedicated to making our customers happy. We offer quality products backed by solid support and a money back guarantee. There's no risk when you buy from us.

We want your business, and we want you to be completely satisfied with PowerTrax Pro. After all, when you buy PowerTrax Pro, you're putting your trust in our product and company. That's an honor we don't take lightly.

A Few Words in Closing

PowerTrax Pro meets the needs of a rep agency like no other software. Look at these features again and see just how useful PowerTrax Pro will be in your office.

- **All-in-one Sales Automation** - get everything you need in one integrated program
- **Robust Contact Manager** - keep track of your most valuable asset—your customers
- **Principal Management** - Organize your principals, products and multi-tiered price schedules
- **Seamless Order Entry** - with built-in intelligence features such as data lookups, calculations and customizable display and print formats
- **Fully Integrated Scheduler** - featuring calendars, to-do lists, and drag-and-drop group scheduling
- **Powerful Word Processor** - create custom business letters that can be merged with your contact records, then printed to hard copy or PDF, or faxed
- **Email Module** - gets your message out and eliminates the need to use a separate e-mail application
- **PDF Generation** - create PDF versions of quotes, orders, invoices and letters
- **Desktop Faxing Support** - works with the leading Windows and Mac OS desktop fax software
- **Lightning Fast Search Engine** - capable of solving the toughest data-mining tasks
- **Training** - 90-minute Tele-Training classes get you up to speed without slowing down your business
- **Tech Support** - e-mail updates, an on-line forum and a toll-free support line
- **The Company** - we're solid, reliable and easy to do business with

Let PowerTrax Pro put your business on the fast track!

System Requirements

PowerTrax® Pro is available for Windows 95, 98, 2000, Windows NT and Mac OS. This cross-platform solution allows any combination of Windows and Mac OS clients as well as a dedicated database server on either platform. The PowerTrax Pro server version can easily handle up to 100 concurrent users.

Server Version Requirements:

- Windows 95, 98, 2000, NT or Mac OS 7.6 or later
- 25 MB** available hard disk space and 24 - 32 MB RAM for the server machine
- 20 MB available hard disk space and 16 - 24 MB RAM for each client machine

Stand-alone Version Requirements:

- Windows 95, 98, 2000, NT or Mac OS 7.6 or later
- 30 MB** of hard disk space and 24 - 32 MB of RAM

** Space requirements will increase by approximately 5 MB per year as data is added to the database.

Email Requirements:

- A direct connection to an Internet Service Provider via modem or ADSL

Desktop Faxing Requirements:

- Symantec WinFax Pro 9.0 or later on Windows
- 4-Sight Fax on Mac OS

PDF Generation Requirements:

- Adobe Acrobat PDFWriter print driver

Soft Solutions, Inc.
2900 Chamblee Tucker Road
Building 12 Suite 200 • Atlanta, GA 30341
Phone: (770) 457-9400 • Fax: (770) 454-9800
Email: sales@softsinc.com
Web: http://www.softsinc.com

©Soft Solutions, Inc.