

NEWS RELEASE



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Data-Basics Launches Proactive Sales Lead-Tracking Software Tools

CSRAnywhere and Quotemaster automatically guide leads from origination to work order generation

CLEVELAND, OH—Offering new, groundbreaking tools that enable service and facilities management companies to proactively track and follow-up on sales leads, Data-Basics, a leading provider of Internet-based enterprise applications for the service and facilities management industries, today launched CSRAnywhere and Quotemaster. These first-to-market tools, which automate the entire sales process through management-by-exception, are integrated with Data-Basics' core SAM Pro Enterprise solution.

CSRAnywhere

CSRAnywhere helps companies automate and manage the sales lead process from start to finish via a Web Client Interface. When a lead is received through the call center, an outside salesperson is automatically notified via page or e-mail and can view the details online. CSRAnywhere guides the salesperson through the cycle by using Data-Basics' Escalation Manager tool, which will automatically trigger pre-set alarms via e-mail or fax if the salesperson fails to make a follow-up call. The salesperson may also attach pertinent documents and notes to the lead's account.

Quotemaster

Quotemaster, which may be used in conjunction with CSRAnywhere, allows companies to generate multi-option quotes and then create work orders without duplicate data entry. Additionally, technicians may add quotes to the original if a customer requires more work than originally expected. Pending approval of one or all options, Quotemaster automatically generates a work order and purchase order(s) with the quote data, labor and materials itemized. Escalation Manager also enhances QuoteMaster's efficiency as a sales manager will receive a reminder if a quote sits past a pre-determined deadline.

"We developed CSRAnywhere and Quotemaster so field service and facilities management contractors could make the most of sales leads and improve their sales process efficiency," said Arthur Divell, CEO, Data-Basics. "Data-Basics remains ahead of the mark by developing proactive software that gives businesses a competitive edge."

Hutchinson, CLS Facilities Management and Kappus Company plan to implement CSRAnywhere and Quotemaster in February.

About Data-Basics Inc.

Data-Basics Inc. (<http://www.databasics.com>) is a leading provider of enterprise software solutions for the service, construction and facilities management industries. Offering a fully integrated system, Data-Basics helps companies plan and track enterprise-wide activities in real-time while managing data in a customized, secure environment. Based in Cleveland, Ohio since its establishment in 1974, Data-Basics is a privately held company with more than 20 software professionals and a growing network of dealers and sales representatives throughout the U.S. and North America.

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