

Overview

Inflexion empowers organizations to manage their business relationships. They can profile their customers and members, keep records on their suppliers and partners and convert their opportunities into sales.

For membership based organizations, Inflexion can also manage signup, billing, renewal, and access rights to online services (such as a website).

In addition, Inflexion can facilitate 1-on-1 and broadcast communication across many platforms such as email, traditional mail, SMS, Fax etc.

Inflexion is useful for any organization with business relationships that is interested in cutting relationship management costs by automating common tasks, reducing paperwork, simplifying billing and controlling security and access rights from one easy-to-use interface.

Inflexion is also perfect for organizations who wish to tie their relationship data into other enterprise applications such as a website, accounting system, document manager etc.

The logo for Inflexion CRM features the word "inflexion" in a lowercase, blue, sans-serif font with a small circle above the 'i'. To its right, the letters "CRM" are in a bold, white, sans-serif font, set against a black rectangular background.

With Inflexion CRM you have the power to manage your customers, members, partners and staff.

Profile, service and bill your stakeholders and integrate with your other Enterprise Applications for an end-to-end solution.

The Equinox logo consists of the word "equinox" in a white, lowercase, sans-serif font. Above the letter 'x' is a white, stylized arc representing a sun or moon.The Catalyst logo features the word "catalyst" in a white, lowercase, sans-serif font. A white, stylized flame or spark is positioned above the letter 't'.

Features

Stakeholder Directory

Store information about all the organizations and individuals your enterprise deals with as well as information about their relationship to you and each other.

Paperless Office

Enable stakeholders to sign-up online into the Inflexion database (with appropriate checks and balances) to reduce paper-based signup. Keep notes and send messages about those stakeholders in Inflexion's advanced messaging and activity system.

Universal Messaging

Allow each of your stakeholders to choose how they would like to receive messages from your enterprise (e.g. Email, Post, SMS, Fax etc). Then your staff can easily build a sub-set of your database (based on various criteria) and send them all the right *type* of message with one click.

Automated Business Actions

Inflexion allows your enterprise to define complex business actions during the lifecycle of your stakeholders. Automate common tasks like billing, regular emails and the suspension of services to un-financial members with ease.

Scalability

Manage unlimited organizations and contacts to be accessed by unlimited* users across an unlimited* number of branches and divisions.



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Stakeholder Directory

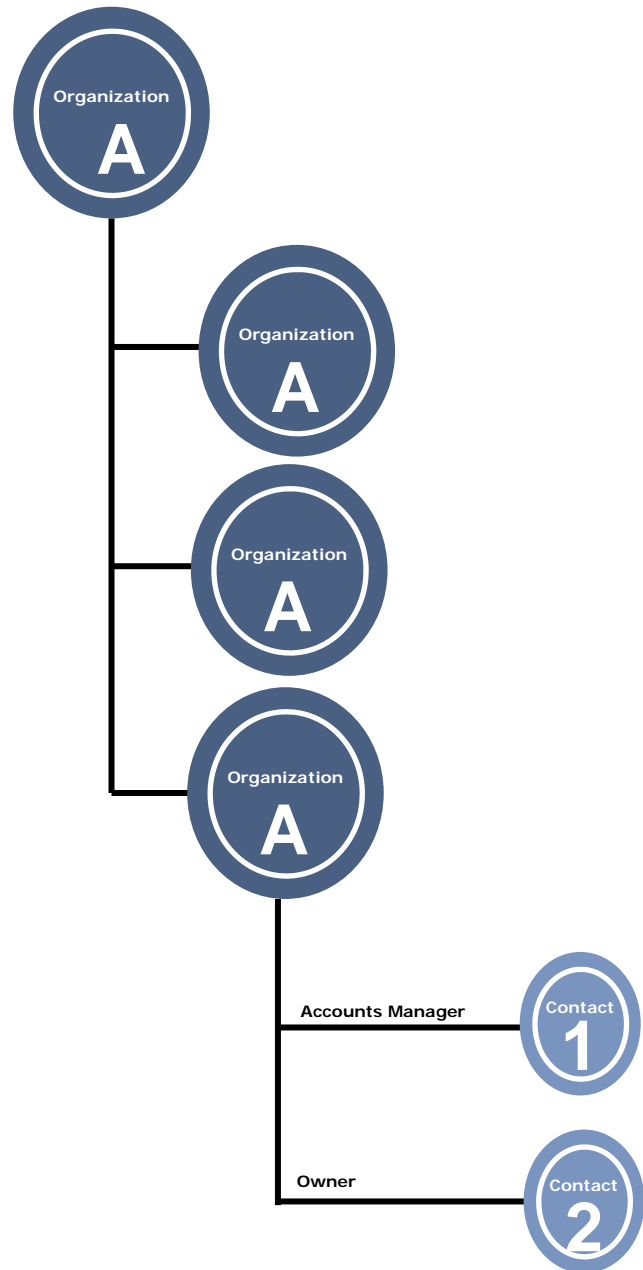
Imagine all your business contacts – including staff, partners, leads, customers, members, website users, mailing list subscribers and more – all in one centralized contact database.

Imagine being able to group those individuals by one or more organization and being able to store information about their role within each of those organizations.

Imagine being able to relate various organizations to each other so that you can begin understanding their relationship with each other.

Imagine providing access to all or some of these stakeholders to all the right people, anywhere in the world.

Inflexion makes it all possible – and more.



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Paperless Office

Paper is expensive. Paper costs your office time, money, storage, management, data re-entry and retrieval.

Inflexion makes it possible to reduce your paper-based workflow.

Paperless Signup

Inflexion makes it possible to have stakeholders sign up online. Inflexion can make it possible to vet their submission before it's accepted.

Vetting can include requiring online or offline payments, automatic validation of provided data and a human authorization process.

By making the entire process electronic, there is no need for data-entry or double handling of information. Your administration staff can now simply click 'accept' and inflexion will do the rest!

“ Paper is expensive, time-consuming and difficult to process, act on , archive ”

Paperless Collaboration

Inflexion makes it possible to collaborate with your colleagues (anywhere in the world).

Whenever you receive a call from your customer, for example, you can log the information against that customer and ask one of your colleges to follow up. You can use the tasks system to track all incoming and outgoing communications with your clients and make sure everyone's on the same page – without paper!

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Universal Messag-

Some of your stakeholders prefer to be contacted by mail, some by email and some still by fax, SMS or instant messaging. The fact is that each of your customers wants to receive a personalized message in a way that best suites their needs.

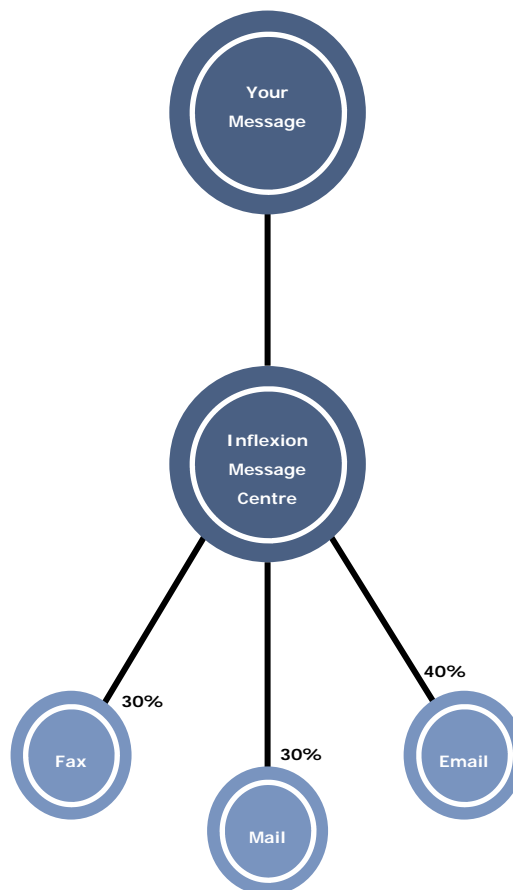
Inflexion makes it all possible.

First inflexion makes it easy for each of your individual contacts to choose the way they want to be contacted for various types of messages.

Then, inflexion makes it easy for you to define a subset of your stakeholder database based on detailed criteria. Save the criteria for later use and make the subset available to others in your organization.

At all times, however, the 'mailing list' will be compiled from the very latest information from your central inflexion database.

Then, write your message, include 'variables' - such as their name and title etc – attach any attachments and click send. Each of your stakeholders will receive a personalized message via the medium of their choosing.



“ *Each of your customers wants to receive a personalized message in a way that best suits their needs* **”**

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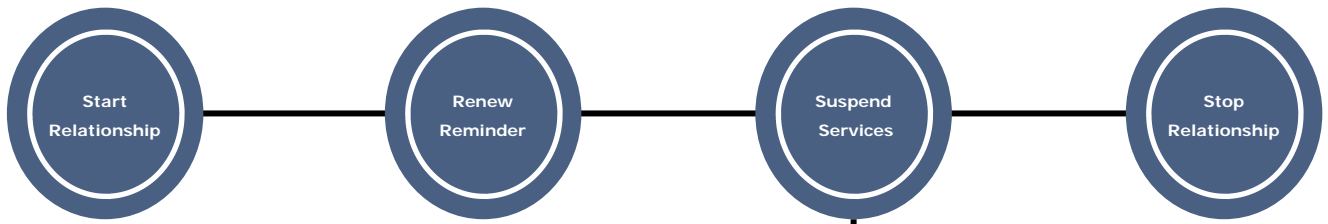
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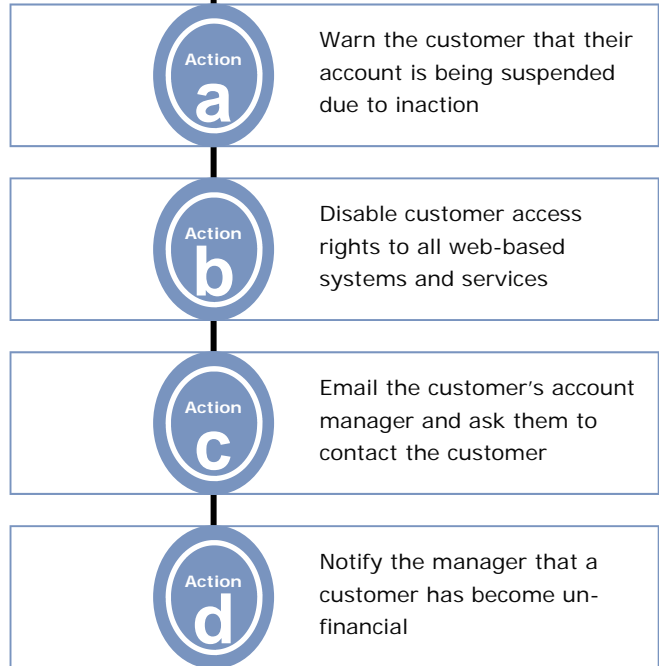


Automated Business Actions

Inflexion isn't just a data warehouse. It doesn't just blindly store information for manual processing by your staff – Inflexion is proactive when it comes to managing services and messages to your key stakeholders.

Inflexion can automatically give access to your customers depending on their relationship with your enterprise, and their role in the organization for which they work.

Inflexion can automatically execute actions along various stages of a customer's relationship lifecycle; it can generate signup invoices and renewal notifications, suspend access to web-based services and can even assign customer care tasks for your staff.



“ Inflexion can automatically execute actions along various ”



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Scalability

When most software providers talk about 'scalability' they are talking about users, load, database records and other technical limitations (either imposed or physical) of the database and the application.

Scalability, however, should also deal with the ability for your software to grow with your business needs in terms of new offices, new divisions and new features—that is its capacity for customization and upgrades that can continue to support your business as it grows.

When compared against this broader definition of scalability, Inflexion is 'highly scaleable'.

There are no limitations on users, records, load or multiple offices other than those imposed by the physical hosting environment.

Inflexion is designed to scale across an infinitely deep corporate hierarchy across a global organization.

It is also designed to have other modules of functionality, specific to your organization and industry, developed in and around its existing features so that each Inflexion implementation is truly effective in making your business more productive.

What's more, the development work can be done by any quality application developer that understands the open Catalyst Platform and .NET architecture.

By using an open architecture application designed for true scalability your enterprise can be sure to leverage and manage its investment for the long-term.

“ *Inflexion is designed to scale across an infinitely deep corporate hierarchy* **”**

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