



e-business solutions when you need them

CallBase[®] CRM

TOOLS FOR BUSINESS ASSOCIATIONS

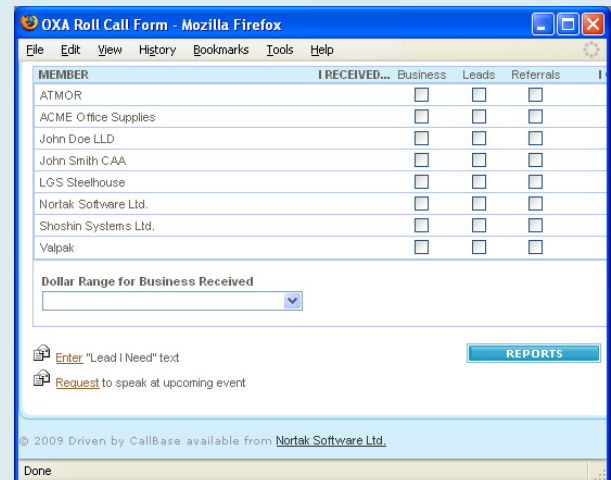
Track referrals, leads, and business conducted amongst members. Create attendance reports, plan events, and reduce administration costs.

www.callbase.ca

CallBase[®] CRM Core Features

- Customer Relationship Management
- E-Newsletters, E-Mail Broadcast, E-Mail Integration
- Handle inbound enquiries and escalation
- Establish Web Catalogue and automatic order fulfillment
- Standardize corporate information with the KnowledgeBase Module
- Track Issues, Complaints and Referrals
- Work Flow and Approval Module
- Manage Outbound Campaigns
- Inventory Control, Multi and remote warehouse module
- Statistical Reports
- Bilingual (English / French)
- Task and Project Reminders
- Promotion Tracking
- Shipping and Receiving
- Sales and Invoicing
- Ad Hoc Query Reporting Tool

Track New Business, Leads and Referrals



OXA Web Application

The Ottawa Executive Association (OXA) is currently using CallBase to track Business Received, Leads, and Referrals. With this application they can also print out reports, find leads, and plan events.



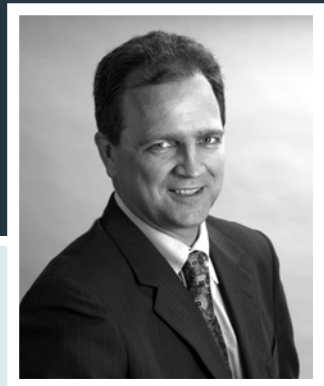
Nortak Software Ltd.

CORPORATE INFORMATION

Nortak Software has been providing Information Management and Informatics Technology (IM/IT) services to government and private enterprises since 1975. We are experienced in many areas of IM/IT service delivery including:

- Call Centre management software
- Client Relations Management (CRM) software
- Integrated Voice Response (IVR) and Computer Telephony (CTI) systems
- e-Commerce solutions
- Application and Website design and development
- Legacy Systems maintenance and development
- Requirements Specifications using IT methodologies (RUP, SET, ITIL, EMF, Zachman)
- Application Re-engineering
- IT Project Management
- Corporate IM/IT Assessments and Needs Analysis
- Social Programs application systems development, maintenance, and support
- Systems Integration and Messaging; EDI, XML, B2B
- Web Site Evaluations
- Infrastructure Consulting
- Feasibility Studies
- IT Risk Management and Security Planning
- Web Content Management and Deployment
- Financial Systems
- Reporting and Tracking Systems
- Work Flow Systems
- IT Training and re-training
- JAD Session management
- Localization, bilingual and multilingual systems
- 24 x 7 System Support and Change Management (CMS)
- Outsourcing and Hosting.

We use the latest industry standard tools to help our customers become more productive with the adoption of our “best practices” approach to IM/IT. Nortak has associations and experience with many leading high-tech companies and their IM/IT tools including Microsoft, IBM, Cognos, Nortel Periphonics, Nuance, Research in Motion, Interactive Intelligence and Oracle.



Craig Mackay

Vice President,
Information Solutions
613-234-7212 ext 276
craig.mackay@nortak.com

Nortak is a Canadian-owned private corporation with offices in Ottawa and Toronto serving a global client base.

Ottawa Office

1105 Cadboro Road
Ottawa, ON K1J 7T8
(613) 234-7212 ext. 276
1-888-222-3056

www.nortak.com

MISSION STATEMENT

NORTAK's mission is to provide honest cost-effective services, products and training to our clients, using information technology and a sound understanding of their business processes.