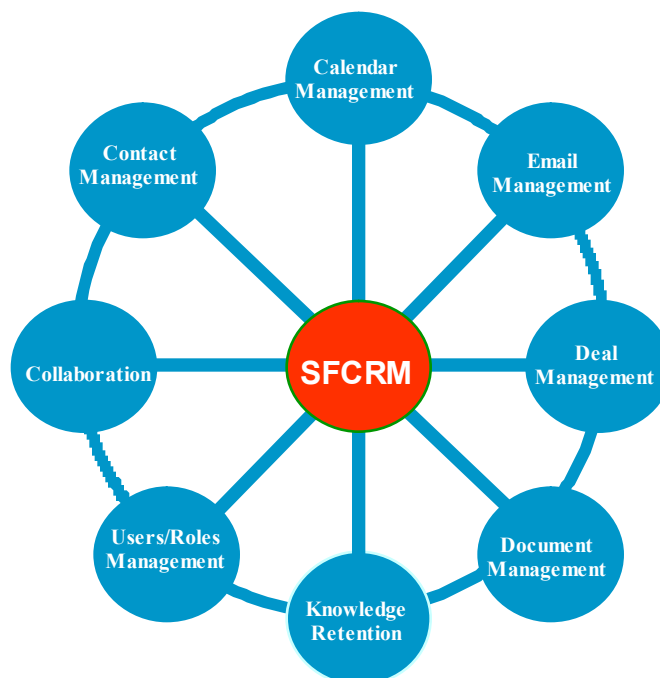


Business Owner's Guide Series # 7

Business Management Software Deployment Guide



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Business Management Software

In today's crowded marketplace, it can be particularly challenging for business owners managers to find a reliable vendor for a turnkey business application. Small businesses need the following Business management services:

1. **Software as a Service (SaaS):** SaaS is based on provisioning software as just another service—just pay a low monthly fee
2. **Integrated Business Management Software**
3. **Deployment strategies:** In-house or hosted
4. **Risk Management:** Manages risk upfront by planning disaster recovery and backup strategies in advance

SFAFINITY provides a complete solution that is affordable with a pay-as-you-go service that can be installed in-house or as a hosted service.

In the following pages, please read how we achieve all of the above at one low affordable monthly cost starting at \$60 per user per month.



Business Management Software

The Good News is that you need not invest in support apps like MS Exchange or Crystal Reports!!

A complete Business Management Software suite consists of all of the elements as shown in the enclosed diagram. Most of them are available as standalone software products bringing with them software maintenance and support costs. Examples are **MS Exchange and Crystal Reports Writer**. Both of these products are high end products for the mid and large customers where the number of users are 100+ or more.



MS Exchange and Crystal Reports cost more than \$5000 to \$10000 for 5/10 users just to install and maintain in the first year.

With SFAFINITY, reliable, hosted POP3 email services are available at a low cost per month with complete integration to MS Outlook and the business management suite—SFCRM. The calendaring and groupware functions are provided by SFCRM and this includes complete Contact, Calendar and task integration. The same argument is true for Crystal Reports as well. SFCRM comes with an advanced report writer built-in with analytics as well - some of the advanced charting functions can be performed by exporting to MS Excel.

Software as a Service (SaaS)

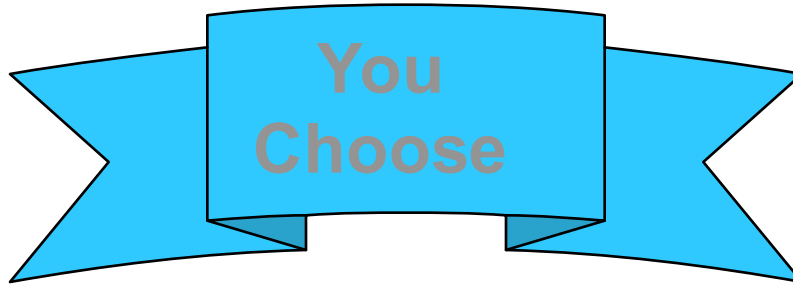
Software as a Service (SaaS) is a model of software delivery where SFAFINITY provides software on a pay-as-you-go model with no significant upfront costs. Upgrades are provided on a monthly basis with new features and functionality added almost on a daily basis. Unlike other online providers like SalesForce.com or Siebel, SFAFINITY provides the software that can be installed in-premise server, as a hosted service at SFAFINITY's data center or can even be installed at the customer's preferred choice of hosting providers.



SaaS - Benefits:

- ⊙ No software to purchase: One monthly, affordable price per user
- ⊙ Access using a standard Windows PC (or Mac/Linux PC), handheld PDA/Phone from home, office or on the road
- ⊙ Intuitive: Virtually “zero” time to learn and use
- ⊙ Offline support: Bi-directional Sync to MS Outlook
- ⊙ Integration of all Communication services: SFAFINITY provides integrated email, fax, storage, VOIP (tba), and online document management
- ⊙ Wireless access: Access using PDA-phones will result in improved sales productivity as reps access and update while on the go.

Deployment Options



In-house

You can deploy SFCRM as an in-house installation on your own servers (if you need a pre-installed server, we can provide a ready-to-run server appliance). All your data resides under your control - but you still enjoy a monthly subscription payment option.

Hosted

Alternatively, we will provide you access to our hosted servers where you can get the same benefits as the in-house server. Optionally, we can provide integrated email servers, storage, fax services and telephony services as well (Oct 2006).

In-house to Hosted or vice-versa

At a later date, you have the choice to move from an in-house installation to a hosted model or vice-versa - either way, it is a simple move in less than 15 minutes!

Benefits

Either way - you enjoy the benefits of a robust, business management software that integrates all your customer facing data into one simple, browser with a level of performance at a price that you cannot get in the marketplace.

Risk Management

With SFAFINITY, we have minimized the risks of deployment to an absolute minimum. We have anticipated all the potentials for service failure and built in systems for redundancy so that downtime is reduced.

Backup:

Daily database backups are maintained on special servers that are located in a separate geographic location.

Server Re-location:

In the unlikely event of a server farm dislocation, SFCRM services can be relocated to alternate servers in another location in Austin, Texas. SFCRM requires 10MB for the program, 15 minutes or less for installation. Restoration of data from the Internet site is usually 30 minutes or less.

Internet Denial of Service/Access problems

Internet is susceptible to access problems caused by a variety of issues including access to the Internet by your local Internet services provider. In such a case we can even provide the software and database backup to run in your premise until the problems have been resolved.



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