

Brochure Copy
eFence Xtreme software
Invisible Fence brand
11/29/07

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Announcing the next breakthrough in managing your Invisible Fence® Brand Dealership

- Quantity, quality, and timely information on your business' performance
- Unparalleled tool for managing Invisible Fence® Brand Power Cap® battery plans
- Improved scheduling, with direct link to the Invisible Fence® Brand website
- Instant turn-by-turn maps to customer homes via Google™ Maps
- Excellent contact management tool for customers, prospects, and influencers

Better information.
Better business.

Exclusive software partner of Invisible Fence® Brand



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eFence Xtreme software manages your dealership

eFence Xtreme

The next breakthrough in the most widely used Invisible Fence Brand management software

New eFence Xtreme software helps you to run your business like a pro, with time-saving efficiency and better management data than ever before. You'll quickly gain a greater understanding of all facets of your business, freeing you to focus on the more personal and fulfilling aspects of business ownership.

eFence Xtreme offers benefits to management and key staff alike:

Results at the touch of a button. Understand your business at a glance, from number of installations per month to lead flow to inventory position. Information you can use!

Unparalleled tool for managing Invisible Fence Band Power Cap battery plans. eFence Xtreme takes this vital tool to even higher levels. Print monthly mailing labels, manage the renewal notice process. Batch your work for greater postal discounts.

Improved lead scheduling. You can get lead information just moments after prospects visit the Invisible Fence website. Their contact information appears in your schedule for immediate follow-up, while the sales prospect is hot. Another eFence Xtreme exclusive!

Accurate directions to customer homes via Google™ Maps. eFence Xtreme allows you to plot each customer or prospect address using the popular Google Map or Google Earth programs. Plot a sales consultant's or installer's route with greater efficiency, and fewer miles, than ever.

Improved management of staff and equipment. Our handy calendar interface shows at-a-glance staff and equipment schedules. You can better manage your resources.

Better inventory management. Track your hard-earned assets. Discover with the push of a button how many t-boards and computer collars are on each vehicle, and how many training posts and yard signs are in your warehouse. An essential warranty management tool!

Seamless data sharing. eFence Xtreme interfaces with popular software such as QuickBooks® and Peachtree® Accounting Solutions. Process payments instantly with a link to ICVERIFY® software. For greater reporting flexibility, you may also export data to office suite products such as Microsoft Excel®.

Security and reliability. Your data is an asset as vital as your inventory or vehicles. eFence Xtreme is built on proven Microsoft technology, MS-SQL Server. It resides on your company network, and only you control the release of information. Password protection and user-assigned rights – data security is a cornerstone of the program.

Ease of use. eFence Xtreme is a snap to learn, and virtually effortless to use. It uses a familiar interface, and many of the same icons and cues as your favorite software applications.

[Photo: Dealer in logo polo shirt either a) talking with a prospect, or b) loving up a golden retriever.]

(caption) Better data lets you run your Invisible Fence Brand dealership like a pro. It gives you the peace of mind to focus on the more personal and fulfilling aspects of building your business

[sidebar]

Taking data management to the Xtreme

Want the full eFence Xtreme experience? Equip yourself, sales reps, and techs with mobile access tools such as Blackberry or Palm Treo handheld devices. You can access your office's eFence Xtreme data from the field, getting instant mapping as well as real-time access to prospect or customer records. Work more efficiently right from the customer's property or your vehicle, with less paperwork to complete.

[testimonial]

"I'm a long-time user of eFence, and a new fan of eFence Xtreme. This makes running my business easier than ever." – Somebody, Somewhere US

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Power Cap battery plans – Administration is as easy as 1-2-3:

1. Print labels and packing slips. Even include a monthly marketing message or special note to your customers
2. Print renewal notices. Use our pre-defined forms, or you develop the message that's just right for your customer.
3. Deliver to the post office. Your mailings will be organized in zip code order, and feature our USPS-approved mailing formats.

Contact Management puts you in control

Grow your business by maximizing the information from every prospect and customer. Track sales opportunities, log your calls, set follow-up reminders, share your calendar information with users in your office. Capture phone numbers, address, demographics and more.

Our standardized reporting shows you how many leads have come in, which are active, which are closed, closing ratios. Learn which marketing and promotional vehicles work best, so you can better spend your money on what works, and less time and effort on what doesn't.

[Call-out]

eFence software is used by half the Invisible Fence brand dealer network. Be among the first to implement the next generation – eFence Xtreme

Technical Requirements:

Hardware	Recommended			Minimum		
FILE SERVER	Windows Server 2003 with Terminal Services & Full Ver. SQL	Windows Vista Business / Ultimate	Windows XP Professional	Window Server 2003 Small Business	Windows Vista Business / Ultimate	Windows XP Professional
File Server Processor	Dedicated File/Application server, Xeon, Dual Core Duo 2GHz CPU or faster	Dual Core Duo 2GHz or faster	Dual Core Duo 2GHz or faster	Dedicated File/Application server, Pentium 4 1.8Gz	Dual Core Duo 2GHz or faster	Pentium 4, Pentium D 1.8 or faster
File Server Hard Drive Space	250GB			4GB	2GB	2GB
File Server Memory	4GB RAM or more on the file server			2GB RAM	2GB RAM	1GB RAM
WORKSTATION	Windows Vista Business / Ultimate	Windows Professional		Windows Vista Business / Ultimate	Windows XP Professional	
Workstation Processor	Dual Core Duo 1.8 or faster	Pentium D, Dual Core Duo 1.8GHz or faster		Pentium D, Dual Core Duo 1.8GHz or faster		800MHz
Workstation Hard Drive Space	120GB or more			1GB		
Workstation Memory	2GB RAM or more			2GB RAM	512MB	
Screen Resolution	1280 x 1024 or higher and Dual Screens			1024 x 768		
Printer	Dymo Turbo Single Label Printer and Laser Printer			Inkjet Printer		
Network infrastructure	Intranet protected by a firewall for web application. 100/1000mbs router			Peer-to-Peer 10/100 router		
Internet connection (required for frequent form updates)	High-speed Internet connection (ex. T-1, DSL, or Cable Modem)			Dial Up		
Browser	Internet Explorer 6.0 or later			Internet Explorer 6.0		

About hardware: Data Access, Inc., provides custom-built servers and workstations at competitive pricing. We can deliver computers preloaded with eFence Xtreme; and if any data conversions, integrations or upgrades are required, they will be completed at that time.

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What's New – Compare the advances in new eFence Xtreme

	New eFence Xtreme	eFence
Contact Management	IMPROVED	
Scheduling	IMPROVED. Includes immediate access to sales leads from Invisible Fence website.	
Inventory	IMPROVED. Includes electronic access to order product from distributors equipped with eFence Xtreme.	
Accurate directions	IMPROVED. Links to Google Maps and Google Earth for more accurate routing	Required add-on module with links to Microsoft MapPoint, purchased separately.
Inventory Management	IMPROVED. Links to Google Maps and Google Earth for more accurate routing	
Security	IMPROVED	
Data interface	IMPROVED. Links with QuickBooks, Peachtree, ICVERIFY, Microsoft Excel	Required add-on modules, purchased separately.
Reporting	IMPROVED Includes 20 reports and a custom report generator, to run your own queries.	Included 12 reports; additional reporting functions programmed by Data Access and purchased separately
Mobile integration	IMPROVED.	Required add-on modules, purchased separately.

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Take your business to the next level

If you agree that better, more timely data can help you to grow your Invisible Fence dealership, then you're ready to take the next step. Try eFence Xtreme risk-free in your business for 90-days. If you are not absolutely delighted with its information and ease of use; if you aren't satisfied with fresh insights into your business operation; if you're not satisfied for any reason, notify us and uninstall the software – we'll refund your money immediately. Order eFence Xtreme today.

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