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Company presentation:

Refreshingly different

You might be looking for a solution in a special field. An excellent tool such as a software might offer essential support. Nevertheless, it might be of interest to gain an insight into the product, the producer's ideas and experiences finally leading to the product.

Therefore first of all I would like to give you some information on Grutzeck-Software.



Grutzeck Software and the history of its origins...

In 1979, Klaus Grutzeck was quite annoyed about the complicated and work routine in his office which was mainly done by hand. Customer information only existed in index and filing cards. If at all, sales processes were hard to control. Even if you just wanted to type a simple letter, you always had to fill the address in manually. This process had to be changed. For this reason, Klaus Grutzeck and his wife Adelheid set up their own business.

Having chosen the company name 'A. Grutzeck - Software-Design', the office software AGTEXT was produced which then included the following products: an office solution with a flexible address management; an integrated text processing for single and serial letters and calendar management connected to telephone, teletex and fax. More than 10.000 customers worked with the application worldwide.

In the early 90s, a new operating systems were launched: OS/2 and Windows. The address management solution was redesigned in connection with the Windows user desktop. AG-V.I.P. saw the light of the day. Both the database layout, flexible access rights, freely defineable graphic surface and differentiated options for target group evaluation and control, were innovative.

Due to the multitude of user's helpful ideas, a modular product family could be designed within the next 10 years. AG-V.I.P. consisted of solutions for professional address management, direct marketing, usage in callcenters, sales, or 'routine' working days in offices. It is targeted to offer a simple and intuitive usage and to gain practical benefit via simplification of recurrent everyday activities without getting lost in functions that are too special.

From that point of view, AG V.I.P. clearly offers a continuation of the line started in 1979: It is a standard software adapting flexibly to your requirements and supporting your work routine.

Why Grutzeck-Software is still there...

Within the considerable period and company history of 25 years in the IT sector, lots of producers came and meanwhile went again. But obviously Grutzeck-Software has been designing software successfully for good reason.

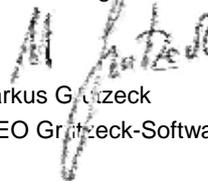
Since its setting up, Grutzeck-Software has always been lead by independent traders and has consequently been financially independent. It has never been tried to extend the enterprise in order to dispose it profitably. Company growth is financed with its own cash flow.

Grutzeck-Software does not promote in advertisements. It advertises by satisfied customers. You will find statistics such as the Competence-Site index of software satisfaction or you may talk directly to our customers. The closeness to our customers is our most important capital. It helps to offer solutions that have not been developed in theory but originated in practice and therefore provide immediate benefit.

I hope you could gain insight into our company. Of course, personal contact cannot be replaced. Therefore we are looking forward to discovering with you to which extent we can support your company sustainably.



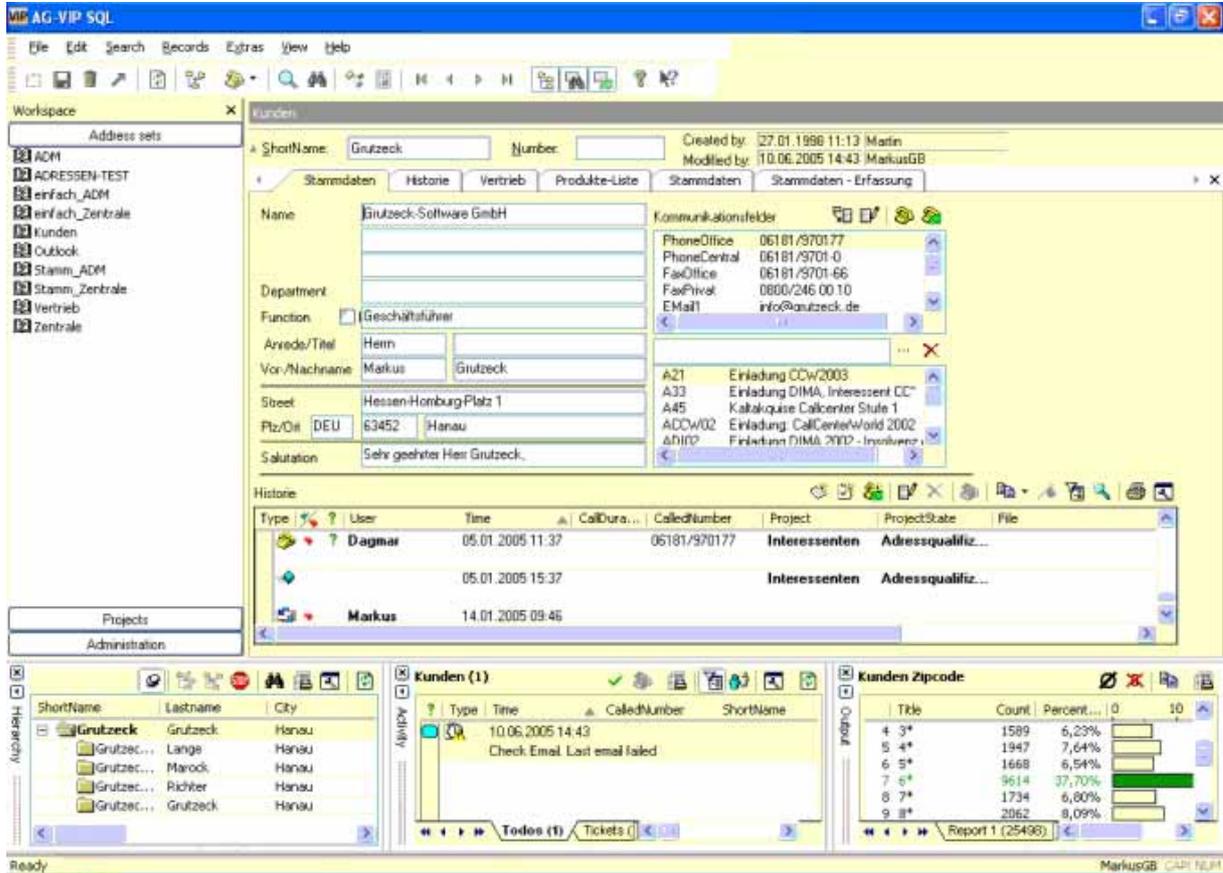
With best regards


 Markus Grutzeck
 (CEO Grutzeck-Software GmbH)

Overview of AG-VIP SQL:

AG-VIP SQL offers a highly-efficient management tool relating to address information and communication. The free data format with the option of additional relations

gives you the opportunity to display additional requirements flexibly.



Model view of AG-VIP SQL

AG-VIP SQL helps you not to lose track:

You can freely arrange the depiction of information according to your employees' tasks. Data can easily be exported and imported. All relevant functions for address management, e.g. duplicate check, search, analysis, automatic zipcode identification throughout Germany etc. are integrated directly.

AG-VIP SQL is communicative:

As soon as you receive a phone call, the caller is identified based on the TAPI interface. Consequently you have all relevant information at your disposal in order to make an effective phone call. In the same way, you can dial directly from a data record or generate a resubmission.

Having marked your E-Mail address, your email-client starts with the given address.

AG-VIP SQL gets done even more than writing letters:

The tools help to generate standard letters and faxes at the push of a button: Integrating a software such as MS-Office, a contact entry in the history is generated automatically. If you like, you can link the new document directly with the contact entry.

For bulk mailings, the standard letter function combined with MS-Office offers a wide variety of options.

AG-VIP SQL keeps things in order:

The integrated resubmission management helps you to keep a cool head. AG-VIP SQL reminds you on time to meet deadlines on offers to be handed in and on presentations to be prepared. You will keep a clear head for anything that is absolutely relevant.

AG-VIP SQL communicates with MS-Outlook:

Via the tools you enter appointments and tasks directly in MS-Outlook. Simultaneously, the contact data are transferred directly from AG-VIP SQL. In this way all appointments and tasks referring to the address can be shown in MS-Outlook via a tool. Vice versa, any address can be shown in MS-Outlook referring to appointments and tasks entered via AG-VIP SQL.

You can link outgoing mails with the history just in the same way as any other document. In this way you can bring pre-defined standard mails about via mail templates in connection with MS-Outlook.

AG-VIP SQL is integrative:

The integration into the existing IT surrounding is an important requirement. That's why AG-VIP SQL offers numerous programming interfaces based on VB-Script. Macros can be established or carried out depending on occurrences.

AG-VIP SQL: detailed description Concept

AG-V.I.P. SQL is a completely new development that will build the ground for a new product family.

It can be used in the areas below:

- address management
- sales
- marketing
- telephone marketing
- public relations
- etc.

With its modern client-server architecture, AG-V.I.P. SQL is very well prepared for high data volumes owing to the use of MS-SQL 2000 as core of the data base.

During the development, performance, multilinguality and a high degree of flexibility as well as adaptability by the user were found extremely important. Therefore AG-V.I.P. SQL is highly adaptable to your requirements.

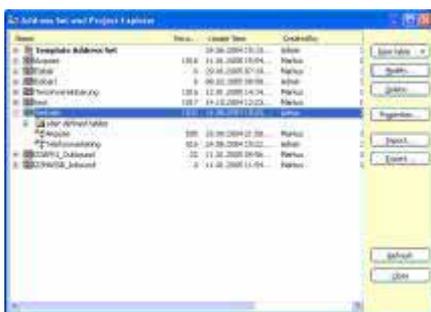
Data base and data model

MS-SQL or alternatively Micorsoft's MSDE is the core of the data base.

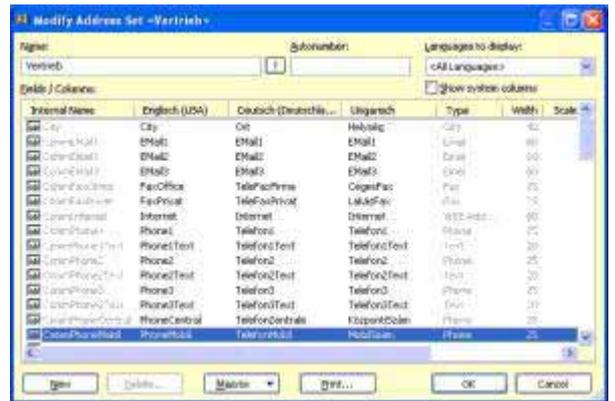
You can define the data modell via the data base manager:

The data modell is divided in:

- an *address table* with the master data, e.g. address, communication number, ...
- *additional tables* that are linked with the address by 1:n. In this way, all products referring to your customer are applicable.
- *project tables* selecting information referring to proposals or support requests.
- *additional tables*, e.g. for acceptance of orders within a project



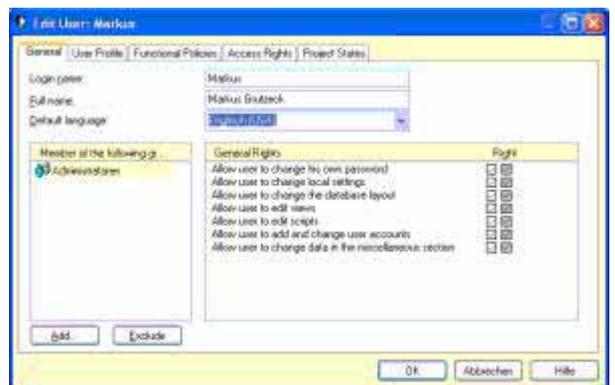
To use AG-V.I.P. SQL multilingually, you can use different languages for field names when you define them.



To open occurrence macros of an address table with VB-Script, offers new ways of integration with different application systems.

Access Rights

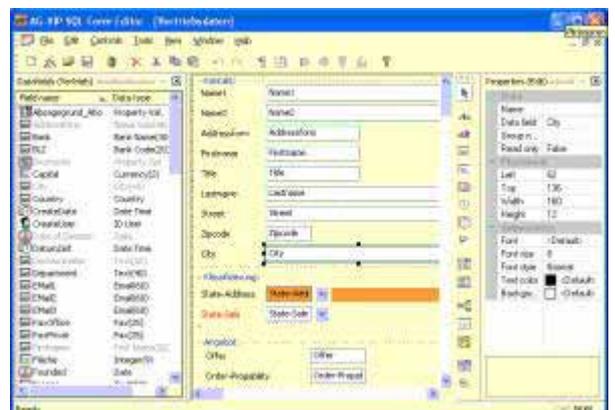
User access rights can be defined per field. Team rights will help to simplify the administration of greater numbers of users:



Free desktop definition

The desktop can be designed according to your individual needs. Required information for each area of staff responsibility can be presented with a clear structure.

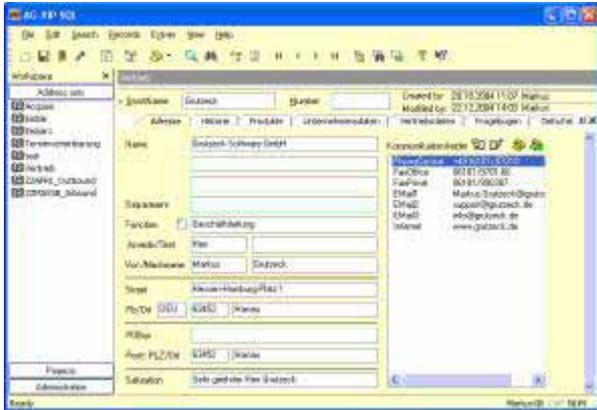
With the help of the form editor, views can be defined according to your needs. They will then be shown as tabs whenever you have to revise a data record.



Fields can be arranged freely. Fonts, colours and backgrounds can be selected individually either.

Depending on the event, macros can be defined per view. In this way, processes can be automated and links to other applications can be made.

Views are visible in the form of tabs. Every user can decide on preferred view:



High data quality during entries

A high data quality is a must for every success on the market.

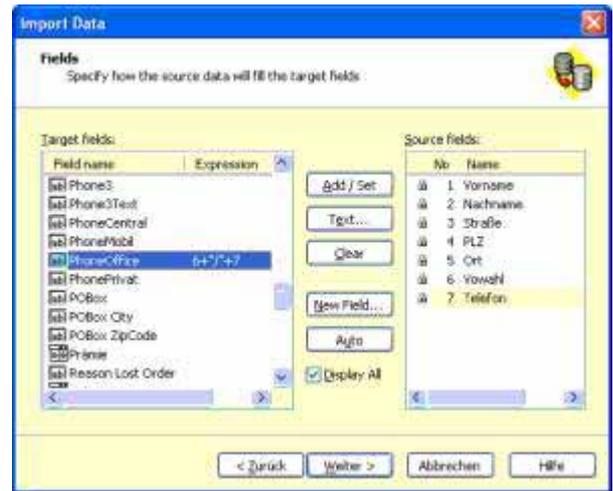
AG-V.I.P. SQL has an integrated zip code directory for Germany. Whenever you enter an address, the zip code or place name is added automatically. Places with more than one zip code are additionally checked by their street names and corrected automatically. Both an automatic post-office box check and major customer zip codes are also included.

If you record bank accounts including bank sorting code and account number, validity is checked automatically based on testing procedures of the Deutsche Bundesbank. When an entry is correct, name and place of the banking institution are added automatically. Otherwise you receive a warning. It helps you to save charges for debit entries with incorrect information.

Data import

Not all data are recorded manually. In prevailing systems, data from address publishers or address CDs, there is a large amount of information that can be imported directly via the import function into AG-V.I.P. SQL. The import assistant will support you.

Data can be imported both into prevailing and new address tables. Fields from the source file are simply assigned to the requested fields of your destination address table. Tokens can be added at will. Fields can be linked during the import. If you can't import all fields from the source file to the destination address table due to a missing field, you can generate it during the import:



AG-V.I.P. not only imports all source data addresses as new data records, but it also matches addresses according to the fields you defined.

This helps to update your data records and to use your new address potential effectively.

Identification of target groups: processing

You can work effectively with big and complex data stocks only if you can analyze your data easily. AG-V.I.P. SQL will help you to simplify things. You do not even have to word any SQL queries:



You can make an inquiry about every field in any combination at will. If you enter several selection criteria, you can link them with AND or OR. You get the result in form of another list:



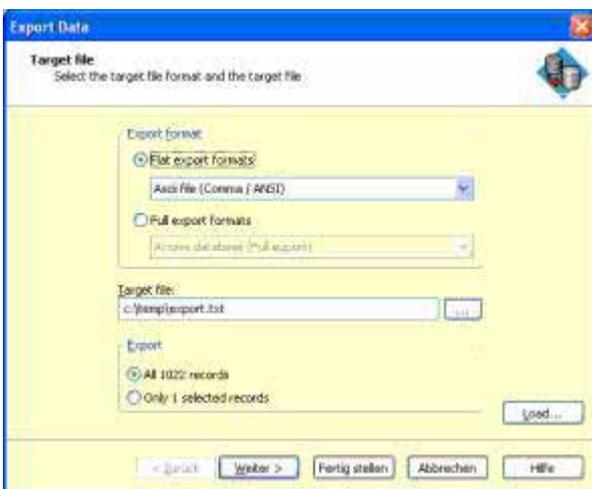
You can improve the result or use another evaluation to bring several results together, make intersections or build compliments.

This helps you to find the ideal target group for direct marketing activities. If you like, you can process your addresses into serial letters, faxes and emails. And you can integrate your addresses into a workflow which is available optionally with the product name Workflow-Engine*.

With the help of a phonetic duplicate check, you can eliminate addresses that are double. It helps you to save both transport charges and time.

Serial letters, -faxes, -emails

You can produce a completed data file which even is - depending on the kind of letter - optimized for postage. To send emails or faxes, you need an appropriate communication software. Sample templates are already implemented into AG-V.I.P. SQL. As you can see, required data can also be exported easily:

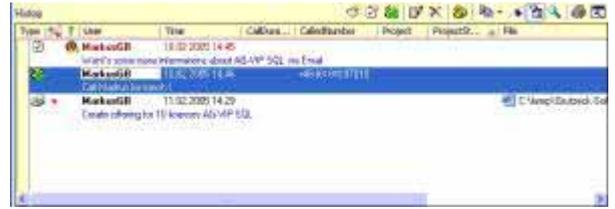


In the second step, you select the fields you want to make use of in your serial letter. The export filter can be saved with a self-describing name so that you have to programme it just once.



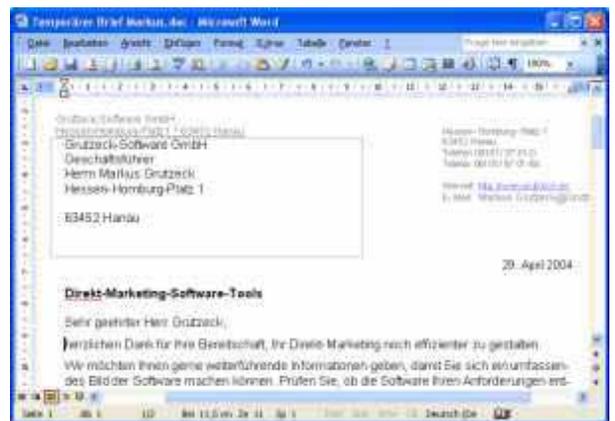
CTI-integration: Handling inquiries

Your customers will react owing to your mailing. Potential buyers will call you directly. Thanks to the integration of CTI, the correlating data record is shown on your screen as soon as a phone call comes in. You will know exactly what kind of information you have given to your customer, when you last talked to your customer etc. This helps you to make effective sales talk:



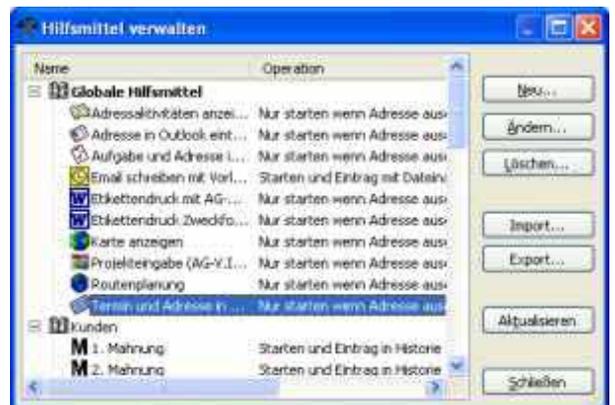
Dealing with responses

Feedbacks of potential customers have shown that they would like to receive further information. For this purpose, you can integrate the AG-VIP SQL tools consisting of switches. At the push of a button you can generate the required documents in MS Word automatically.



A contact entry is generated automatically and the new document can be linked with the contact entry if required. This helps you to see all previous correspondence in detail.

The administrator defines these tools for an address table (client). Every user can adjust the tools individually according to their requirements.

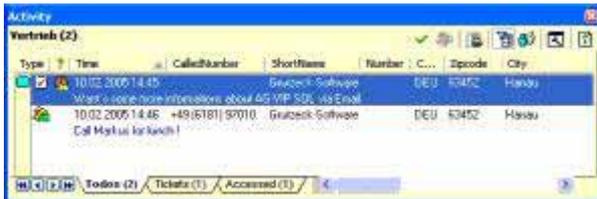


Resubmission: Keep a clear head for the essential parts

The history provides you with a quick overview of all contact data with your customer. With the help of the contact medium and the direction you can find out immediately which means of communication you have chosen. Linked data are available at direct access:

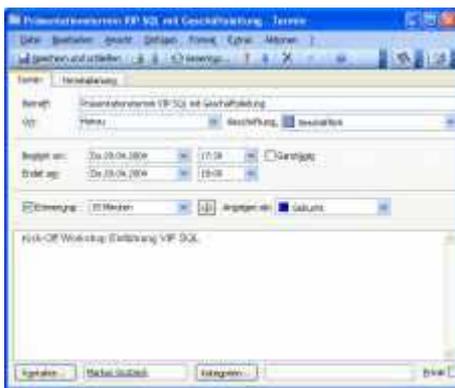


The history is much more than that. You can extend it at will in the form of resubmissions. At a glance, you will see whom you have to phone, when you have to submit an offer or whose recall you are waiting for.



Integration of MS Outlook

Tasks and resubmissions can be entered into MS Outlook at the push of a button via the tools:



Contact data are transferred to AG-VIP SQL. This helps you to see the related address of all accompanying appointments and tasks to be done via a new button in MS-Outlook.

You can send outgoing emails with Outlook directly via the tool and optionally link it with the customer history. You can define tools for various standard emails by using different email templates.

Where AG-VIP SQL can be used and hardware requirements

AG-VIP SQL can be used for:

- professional address management

- support in daily office work, e.g. the secretary's office
- operative sales support
- marketing departments
- public relations
- telephone marketing
- direct marketing

To make sure that AG-VIP SQL works, you require the following technical prerequisites:

Server:

- MS-SQL Server 200 or higher, or alternatively: MSDE (chargefree)
- CPU: Pentium II 400 or higher
- RAM: at least 128 MB
- Available space on hard disc: for MS-SQL Server approximately 500 MB. AG-VIP SQL database depending on address data volume about approximately 400 MB
- CD-ROM disc drive
- Administrative database access to MS-SQL Server for installation

Client:

- Windows ME, 2000, XP
- Access to MS-SQL server
- TAPI driver for CTI function

Client-server technology: optimized for remote access.

Certified quality



AG-VIP SQL has been tested and certified with 'Verified for Windows XP'. Grutzeck-Software is an official Microsoft Certified Partner.

In 2005 AG-VIP SQL won the price most innovative software in category CRM on CeBIT 2005.