

FasTrac Your Way to Profitable Decisions

Armeta has leveraged our past experiences, industry knowledge with Fortune 500 clients, and technical proficiency to create a turn-key Customer Data Intelligence solution tailored to meet your business needs – **FasTrac**. The **FasTrac Solution** provides pre-configured product components to allow your business, with unprecedented implementation swiftness, to categorize, rank and analyze your highest value customers, and then capitalize on this enhanced information to make more profitable, fact-based marketing decisions.

FasTrac is a simple, business-focused solution with two major components:

Integrated Customer Platform (ICP). The **ICP** consists of a proprietary high value customer identification application, which utilizes data cleansing and organizational algorithms to group customer accounts into probable buying groups based on previous buying and organizational behaviors. Once grouped, this valuable customer data is stored in a pre-built Customer Data Mart, including meta-data and details surrounding billing, sales, products, services, and customer service.

Reporting and Analytics. Through the **FasTrac** Customer Data Mart, pre-configured Excel and Business Objects marketing and sales reports are available across several industries, to allow managers to make informed, fact-based decisions. The Business Objects reports have the advantage of utilizing graphs and drill-down capabilities should increased granularity be desired. All reports are customized based on your organization's needs to allow for accessible, on-demand information delivery.

The foundation of our **FasTrac Solution** is based on our **Knowledge Management Repository (KMR)**, a toolkit consisting of best practices, proven processes and templates that ensure high quality output and performance consistency, as well as our custom **Methodology**, with detailed workplans listing tasks, necessary resources and expected deliverables to ensure quality project management and on-time results.

Armeta can help you quickly implement our **FasTrac Solution**, ensuring your business will have accessible, on-demand information that will enable deeper customer knowledge, driving value-added improvements and transforming your company into a customer-focused, information-driven business.

With **FasTrac** you can:

Enhance
 the effectiveness of your sales and marketing teams

Achieve
 greater profits and competitive advantage

Capitalize
 on the untapped value of your data

Empower
 your employees with improved analytic capabilities

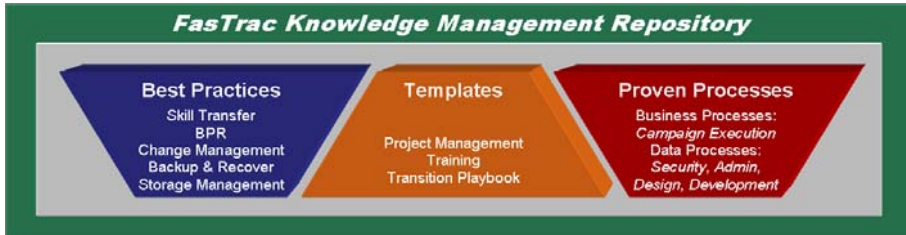
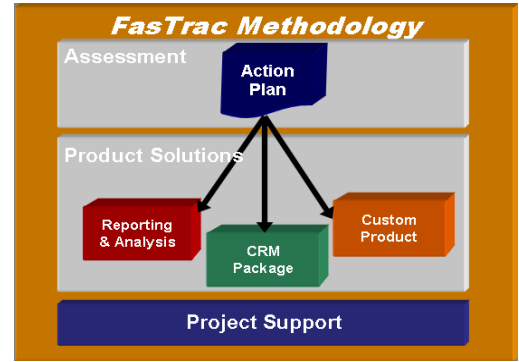


About Armeta

Armeta Solutions, Inc. is a Dallas-based CRM and Business Intelligence firm that helps companies capitalize on their information to enable profitable decision making. Armeta specializes in using data analytics and reporting to enhance the effectiveness of marketing and sales teams. Armeta's proven methodologies and products, coupled with deep technical expertise, enable organizations to conduct customer segmentation and analysis to identify and focus on profitable and differentiated customer segments. Armeta integrates business processes, information technology, and sales and marketing data to execute projects that result in positive ROI. Armeta was founded in 1998 by a seasoned group of high-energy professionals, each with vast experience in managing, developing and implementing data-centric solutions.

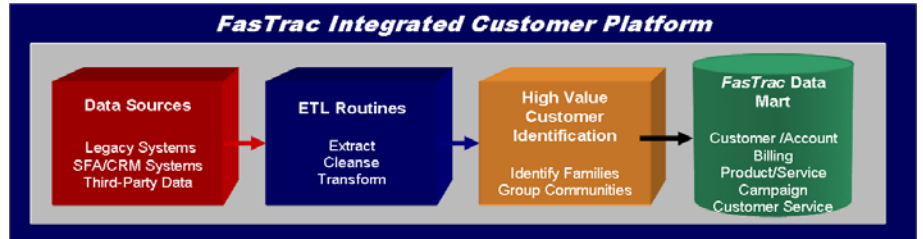
FasTrac Methodology is the foundation of our product solution, building a structure to integrate business processes, information technology, and critical business data to execute projects that result in positive ROI. As a result, we help you transform your company into a customer-focused, information-driven business. **FasTrac Methodology** is made up of a series of activities and deliverables, supported by best-in-class project management, that focus on developing a customer-focused strategy and action plan for your organization, and implementing the appropriate product suite that best supports this plan and the goals of your organization.

Through the process of an initial Assessment, we outline an Action Plan that determines the optimal product solution for your organization. Based on this Action Plan, the Product Solution focuses on implementing a specific product offering for your organization: Reporting and Analysis Solution, Customer Relationship Management Package Solution, or Custom Product Solutions such as Online Contracts Management, Product Pricing Engine, and Data Mining and Analysis. **FasTrac Methodology** is anchored by Project Support which is comprised of project management, training, documentation and knowledge transfer necessary to ensure that each project is managed successfully and that our clients are satisfied with the end deliverables.

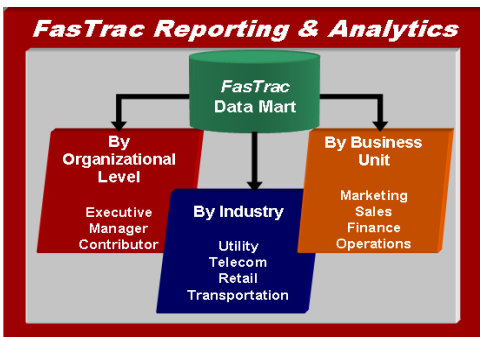


The **FasTrac Knowledge Management Repository (KMR)** is a toolkit consisting of best practices, proven processes and templates that ensure high quality output and performance consistency. While the continuity of excellent performance is paramount, the added and worthwhile benefits of enhanced productivity along with reduced re-work and costs increase the project's overall value and ROI.

The **FasTrac Integrated Customer Platform (ICP)** was developed from real-world business intelligence experiences to help our clients consolidate, rank and identify their highest value customers. With **FasTrac** you can quickly implement a customized customer data mart with supporting analytical reports to give your organization accessible, accurate, on-demand customer information to increase your company's competitive advantage. The **FasTrac ICP** includes turnkey ETL Routines containing scripts for extracting data out of source systems, cleansing the data, transforming and normalizing the data per the High Value Customer Identification Application, and loading the final coded data set into the **FasTrac** Customer Data Mart.



As a critical component of the **FasTrac ICP**, the High Value Customer Identification Application includes full codification of single and multiple criteria matching algorithms. The application is non-vertical specific and can be optimized to any environment. The multi-step process utilizes data cleansing and organization to group customer accounts into probable buying groups based on previous buying and organizational behaviors. The **FasTrac** Customer Data Mart is openly structured in SQL Server to store your organizations most valuable customer data, including details surrounding billing, sales, products, services, and customer service.



FasTrac Reporting & Analytics enables decision makers across Marketing, Sales, Operations, and Finance to access the metrics they need to guide their business successfully. Through the use of the **FasTrac** Customer Data Mart, detailed reports and dashboards are available in both Excel and Business Objects formats, with the latter utilizing drill-down capabilities should increased granularity be desired.

The standard analytics pack includes a basic reporting framework that has been proven across multiple industries, including counts and calculations by segment and/or region as well as alerts for variances beyond stated thresholds. The majority of reports contain graphs to support the understanding of report information and provide greater comprehension of trends and variances. All reports are customized based on your organization's needs to allow for accessible, on-demand information delivery.