[Front Cover]

AURUM SOFTWARE
A Baan Company

The Leader in Front Office Automation and Transformation

[Inside Front Cover]

[NB. Quote has been altered with "Aurum" replacing "SalesTrak."]

"With Aurum, we know we are using advanced software that will handle not only our current needs, but our future ones too as we expand our operations to include the World Wide Web and more tightly integrate our customer service and support with our sales operations."

Peter Soderberg
Group VP, COO
Welch Allyn Corporation

Aurum Software, a Baan Company, is the leading provider of Customer Interaction and Configuration Solutions for automating global sales, marketing, and customer service operations. With Aurum Front Office®, the first integrated application suite designed from the ground up to encompass all aspects of customer management, we have redefined the customer interaction market.

A Comprehensive Suite of Products
Aurum Front Office provides a complete set of integrated components that enables companies to ensure that all employees are supplied with comprehensive customer information. Your customer benefits by dealing with knowledgeable sales and service representatives, and you gain increased customer satisfaction, customer retention, and optimized selling opportunities. Aurum Front Office is comprised of three products:

"Aurum provides the most advanced technology along with the people, implementation skills, impeccable references, and the underlying theme of partnering with us in a business relationship to ensure that our sales force automation project is a success."

Tom Mangan
VP of Information
Systems
Lanier Worldwide

- *Aurum Sales* helps you manage business opportunities, account information, and multiple sales channels. Aurum Sales increases the effectiveness of all sales channels; enables more face-to-face selling time with the customer; ensures better communication among field sales, telesales, and marketing; provides a shorter sales cycles; and supports a higher close ratio.

- *Aurum Call Center* provides the state of the art in telesales, telemarketing, customer support, and customer service functions, giving you enterprise-strength capacity to expand market share and improve return on investment.

- *Aurum Configuration* allows you to configure complex product and services offerings, generate quotations and proposals, create an electronic catalog, build products to order, and create customized, interactive Web-based product catalogs and commerce sites.

Only Aurum Front Office offers a complete solution that maximizes the value of customer interactions, a business process focus that executes your business strategy, innovative technology that leverages a flexible and scaleable platform, and proven results that achieve dramatic and measurable ROI.

A BROAD VISION OF FRONT OFFICE AUTOMATION

Aurum Software designed and developed Aurum Front Office to achieve the four major goals of front office automation.

Improving the Effectiveness of Customer Interactions
Customers are easily frustrated when they perceive that a business's right hand does not know what its left hand is doing. It then becomes important that a business present one face to the customer while ensuring that up-to-date information is shared across the enterprise. All customer-related functions must be optimized, and every department must share a common view of all customer requirements.

Managing Diverse and Dynamic Business Models
Current market demands require that the front office support a variety of Customer Interaction methodologies that drive desired business processes, while also preserving the flexibility to change as business changes. Access to the World Wide Web now drives the need for global customer interaction, as every business now finds itself competing globally.

Investing in the Best Technology
Leading front office products must maintain a standards-based architecture while leveraging innovative technology. The challenge then is to scale to diverse enterprise requirements while also supporting both existing and emerging deployment environments.

Generating a Measurable ROI
The best front office products can be deployed rapidly and updated easily, which help create cost efficiencies. To increase revenues, the front office must directly support improved customer acquisition, retention, and satisfaction.

"Aurum provides us with integrated, flexible technology that will enable us to move our entire organization closer to the customer, thus creating more value and revenue for our company and our customer."

Sam Girard
Project Leader
Wisconsin Tissue

Aurum Front Office – The Complete Solution
Aurum Front Office succeeds in meeting all these goals by offering customer interaction and contact tracking; funnel and opportunity management; telemarketing and telesales campaign management; customer and field service problem and resolution tracking; product configuration; and management analysis tools. And the Microsoft Internet Explorer browser interface provides a comfortable and customizable environment throughout Aurum Front Office.

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"Aurum has been a great partner in our success in implementing the sales force automation initiative. We might not have been able to achieve the kind of productivity growth that we've seem in the last year without Aurum."

Jim Wellendorf
General Manager
Armstrong World Industries

AURUM SALES™

Aurum Sales leads the industry in delivering comprehensive enterprise-strength sales force automation. As a component of Aurum Front Office, Aurum Sales produces dramatic results in several crucial ways:

- By delivering a breakthrough, technology-reinforced process for managing sales and marketing.

- By allowing sales professionals to assign responsibilities and disseminate information beyond the sales team to the entire enterprise.

- By giving mobile sales professionals the ability to coordinate their activities with other enterprise employees while keeping key information at their fingertips.

"Not only are we now receiving a lot more orders, they are complete and accurate to boot, whereas before they could sometimes be unfinished, inaccurate, even erroneous."

Holger Prip
Marketing Manager
Ericsson Diax

A Process-Driven Model

A process-driven enterprise sales and marketing model helps companies significantly increase ROI by closing the gap between sales methodology and software automation. Because it is enterprise-adaptable, Aurum Sales allows you to match software processes to your changing business processes. It completely tracks all activities and accomplishments, giving you the capability to manage three aspects of the sales process:

"With funnel management, both the sales reps and sales managers can instantly view and know where each customer is in the sales cycle. The result is a more accurate and decisive analysis for better decision-making during our sales process."

LuAnn Morin
Project Manager
Welch Allyn

Business Opportunity Management

Aurum Sales gives your sales professionals more face-to-face time with customers by streamlining the administrative processing of customized letters and proposals, including literature fulfillment; by providing ready access to product literature, fact sheets, presentations, and competitive intelligence; and by allowing on-demand quoting and pricing.

Aurum Sales manages key contact information, account information, account strategy, team tasks, fulfillment items, and sales quotes and forecasts, allowing sales professionals to control every business opportunity during each phase in the sales cycle, providing a complete closed-loop approach.

Aurum Sales also facilitates comprehensive team selling with real-time distribution of information. All members of the team share the same knowledge, providing a seamless communication process throughout the sales cycle.

Comprehensive Account Management

Aurum Sales organizes all your corporate account information, including important key-account relationships such as influencers, distributors, clients, and partners. Sales team members also have access to customer information from Aurum Call Center components such as Aurum Customer Service to ensure improved customer satisfaction by managing the entire account relationship.

The mobile technology included with Aurum Sales ensures that your mobile sales force always has the most up-to-the-minute information without traveling back to the office.

Multiple-Channel Management

Aurum Sales supports multiple sales channels – including direct, indirect, or partner selling models. Aurum Sales can also be extended to incorporate specific selling methodologies, such as Kappa, Holden, or Miller-Heiman.

Because Aurum Sales supports an enterprise sales model – including field sales channels, mobile users, distributors and partners, VARs, national accounts, and telesales – you can increase the effectiveness and productivity of all sales channels; acquire more face-to-face selling time with the customer; achieve better communication among field sales, telesales, and marketing; and shorten the sales cycle with a higher close ratio.

AURUM CALL CENTER™

Aurum Call Center provides a foundation that helps you build strong business relationships. The two key components of Aurum Call Center are Aurum Customer Service and Aurum Telemarketing.

"The Aurum solution enables us to manage our highly valuable customer relationships and empowers our salespeople to devote more selling time to the customer."

Mary Boettcher
General Manager
Power New Zealand.

AURUM CUSTOMER SERVICE™

Aurum Customer Service gives CSRs the tools to handle calls, to record and retrieve customer data and customer input, to assign follow-up tasks, and to access information that leads to successful cross-selling and up-selling activities. Aurum Customer Service facilitates value-added service by automating such customer service tasks as high-volume call tracking, task management, time management, information access and delivery, and report generation.

Value-Added Customer Service

Aurum Customer Service helps increase customer loyalty by giving customer-facing employees the ability to meet and exceed the expectations of customers, to resolve customer problems, and to create opportunities to increase the revenue stream for your company.

Robust Information Access and Delivery

The enterprise architecture supporting Aurum Customer Service and *all* Aurum Front Office applications gives CSRs access to all the customer information and your stored company information that they need to deliver superior service.

Empowered Customer Service Representatives

Well-equipped CSRs can respond immediately to inquiries, review customer records for previous service incidents, and provide a personalized level of service. With Aurum Customer Service, your CSRs can execute follow-up activities as well, including literature fulfillment, information faxback, electronic mail or other outbound communications.

AURUM TELEMARKETING™
Aurum Telemarketing enables your company to achieve expanded market share and improved return on investment by automating the telemarketing and telesales process. The outbound marketing and lead generation process is enhanced by automating the planning and implementation of campaigns, lead qualification and follow-up activities, and scripting and call guides. Aurum Telemarketing provides:

- *Profiling and Segmentation:* You can identify targeted prospects who have a higher probability of becoming a customer by differentiating them based on demographic factors and past buying behaviors.

- *Qualification and Lead Management:* You can use Aurum's market-proven sales model to create a process tailored to your company's unique and specific needs.

- *Team Selling:* You can effectively expand your overall sales team, facilitating better relationships with your customers, faster transition from lead to sale, and more effective follow-up.

- *Campaign Management:* You can see the real effectiveness of marketing campaigns – from first contact through close of sale – and launch a targeted campaign while tracking its effect on demand and sales.

- *Dynamic Call Scripting:* You can create a range of call scripts for all your telemarketing campaigns with an easy-to-use graphically-based tool.

- *Customer Self-service:* You can offer your prospects and customers the ability to help themselves, on their own time and convenience.

"The Aurum solutions have enabled our clients to develop processes, sales teams, modern technologies, and knowledge around their customers. Aurum's solutions are easily customized and user friendly."

Peter Firestone
Partner
Customer Connections Practice
Ernst & Young

AURUM CONFIGURATION™

Aurum Configuration helps you quickly and effectively manage the continuing information revolution. Fast, low-cost global communications allow many small companies to compete, which opens the door to mass customization. Because customers now demand products that match their individuals specifications, you need a comprehensive tool to assess those needs quickly and to configure your products exactly.

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"Aurum stood out for its flexibility to adapt to our sales processes. Other products would have locked us into a rigid process not necessarily suited to our industry."

Jim Wellendorf
General Manager of Building Products Operations
Armstrong World Industries.

Customer Needs Analysis
Aurum Configuration enables sales representatives to quickly assess customer needs and tailor complex product and service configurations to meet those requirements, all without driving up costs. Your sales representative can work at the customer site to produce authorized pricing, delivery schedules, and schematics for immediate approval, all of which helps close more business at the point of sale for increased revenues, shortened sales cycles, and higher customer satisfaction. This level of customer access also assures pricing and order accuracy,.

Easy Generation of Complex Configuration
Aurum Configuration utilizes a patented constraint-based engine to handle a range of configurations, including complex configurations with hundreds of business rules and thousands of parts. Your sales representative can tailor highly complex solutions, such as mainframe computer systems, agricultural machinery, and telecommunications switching systems.

Faster Implementation and Low-Cost Maintenance
Aurum Configuration provides a unique graphical user interface to its model-driven environment that dramatically shortens implementation cycles and allows for quick and easy maintenance to accommodate changing requirements.

Robust Electronic Catalog

Aurum Configuration utilizes a fully-featured marketing encyclopedia/electronic catalog to distribute product information, competitive data, industry intelligence, and technology information to an entire sales force, including remote and mobile sites.

Flexible Pricing and Discounting

Since Aurum Configuration is seamlessly integrated with Aurum Front Office, pricing and discounting are always accurate and up to date, so your sales force can develop proposals and quotes with user-defined business rules specifying pre-approved prices, volume discounts, and service charges.

Internet-Enabled for Indirect Sales

Aurum Configuration has full Internet access to indirect sales channels such as distributors, brokers, and agents. Time and money are saved since models are defined only once for both Internet and remote-use applications. And Internet users have easy, immediate access to model updates and modifications.

Seamless Enterprise Integration

Because Aurum Configuration ships with out-of-the-box, fully-enabled links to leading ERP systems from vendors such as Baan, Oracle, and SAP, configured products are ordered automatically, since information can be immediately transferred to manufacturing. This integration can dramatically shorten time to fulfillment.

"After seeing what was in the marketplace, we knew that Aurum was the best vendor for helping us move at the speed of the Web. Plus, the quality of their products and their ability to easily scale to hundreds, even thousands of users provides us with tremendous competitive advantages."

Jeff Wolfe
 Director of Corporate Systems
CitySearch

PROVEN RESULTS

Aurum Front Office delivers a measurable ROI by providing rapid implementation with such top systems integrators as Andesen Consulting, Ernst & Young, Deloitte & Touche LLP, and KPMG.

The implementation process is comprehensive by providing a business needs analysis, solution definition, prototype development, and results measurement. Training costs are reduced with the look and feel of Microsoft Outlook, with easy and quick updates through the component-based architecture, and with industry-standard Active Workbench tools to maintain the system.

"As a sales management tool, Aurum's software has become a necessity. We couldn't deal without it."

Ryan Harnick
SFA Manager
Butler Manufacturing

And we have a track record of results:

Lanier Worldwide
- Reduced number of calls to contacts from 5:1 to 2:1
- Lowered sales representative turnover from 100% to 70%
- Saved $300,000 / month in training costs

Welch Allyn
- Eliminated prospecting by field agents
- 25 – 30% time savings
- Potential for $13 million in new sales

Fujitsu
- Increased sales representative selling time
- Reduced territory turnover
- Saved $320,000 / Year in SAP Licenses

Pennsylvania Power & Light
- Improved lead management
- Increased earnings 10% within 9 months
- Completed database update in one week vs. one month

AURUM PARTNERS

[Logos]

Andersen Consulting

Compaq

Deloitte & Touche LLP

Ernst & Young

Hewlett Packard

KPMG

Microsoft

AURUM CUSTOMERS

Technology

Extended Systems	Netscape
Fujitsu	Philips
Hewlett-Packard	Semiconductor
Hitachi	Sequent Computers
Macromedia	Sun Microsystems

Telecommunications

AT&T	Sprint PCS
Cegetel	US West
Dutch Telecom	

Manufacturing

Armstrong Worldwide	Lufkin Industries
Butler Manufacturing	Prime Equipment
Graco	S&C Electric
Hilti	Welch Allyn
Hyundai	Western Star
Lanier	

Financial Services

Dreyfus	GE Capital
Export Development	Norwest Mortgage
Fleet Bank	Prudential

Information / Publishing

A.C. Nielsen	I Net
Atlanta	Lexis-Nexis
Journal-Constitution	National Data
Citysearch	Reed Reference Publishing
CorpCUC International	

Chemicals / Biotech

BOC Gases	GE Plastics
Boeringer Mannheim	Hoechst Celanese
Donaldson	Rhone-Poulenc AG
Eastman Chemical	

Utilities

Carolina Power and Light	Minnesota Power
	Pacific Gas & Electric
Entergy	Penn. Power & Light
Houston Lighting and Power	Power New Zealand
	So. Cal Edison
LA Dept of Water	

Healthcare / Insurance

BC/BS of MD & MA	PacifiCare
Federated Insurance	Reliance Insurance
Kaiser Permanente	Time Insurance
Met Life	

THE AURUM ADVANTAGE

A Complete Solution
that maximizes the value of customer interactions through diverse sales methodologies, product and Internet configuration, and telesales and customer service.

A Business Process Focus
that executes your unique business strategy while preserving your process and tactical flexibility, no matter how complex or differentiated are your strategies.

Innovative Technology
that leverages a flexible and scalable platform with a Microsoft standards-based user interface, complete traditional client/server and Web functionality, an n-tier platform with distributed components, global support and enterprise integration, and rapid application customization and deployment.

Proven Results
that achieve dramatic and measurable ROI through shorter selling cycles, increased average deal size, lower turnover of sales representatives, improved order pricing and accuracy, and reduced costs for software, hardware, training, maintenance, and consulting.

INSIDE BACK COVER

"We evaluated offerings from numerous sales automation vendors and found Aurum's front office solutions the best on the market for helping us meet our challenge."

Steve Olson
Sale Force Automation Leader
Rhone-Poulenc

"By selecting a customizable commercial solution instead of developing our own, we were able to reduce implementation time by half."

Jennifer Shillinford
Business Analyst
Export Development Corporation

"This has got to be one of the most profitable investments we've ever made. Even considering only the direct benefits...our cost benefit analysis shows our investment...will pay for itself many times over."

Lisbeth Saxtorff
Project Leader
Wittenborg A/S

"We chose Aurum because of its outstanding track record with customer relationship management software, its advanced vision for technology-enabled selling, and its proven product in terms of references and scalability."

Nestor Hernandez
Manager of Marketing and Sales Productivity Solutions
GE Information Services

BACK COVER [contact info]