



## PRODUCT DATA SHEET: PLUS ONE—MARKETING

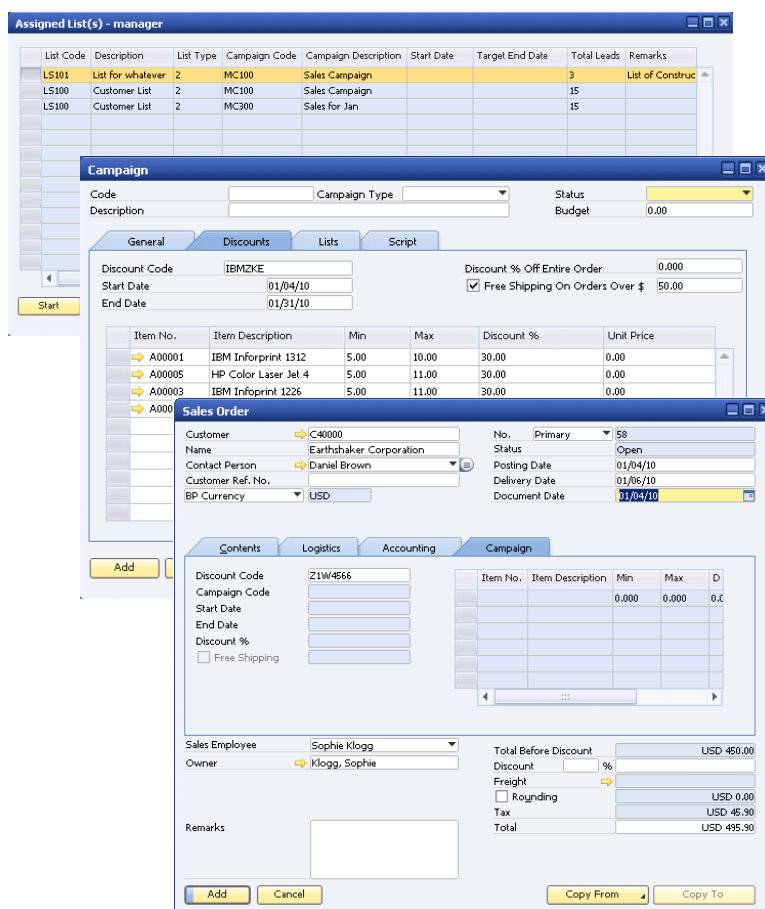
*Plus One—Marketing provides extended management functionality for SAP Business One. Plus One—Marketing manages all aspects of company initiated marketing programs. Users can stay on top of imported leads and business partners by creating separate categories. Plus One—Marketing also helps you better manage your telemarketing/lead development team efforts*

### PRODUCT OVERVIEW:

In today's global economy, with traditional marketing losing its appeal, positioning yourself as the market leader is increasingly difficult. Companies have begun to "think outside the box" as to how to creatively and powerful gain and retain customers. But, how does a company then effectively measure its return on investment? *Plus One—Marketing* is the ideal solution for companies looking to fully manage all aspects of their marketing programs.

Here's what *Plus One—Marketing* will do you for you:

- ⇒ **More effectively measure R.O.I.**—by completely managing all aspects of company-initiated marketing programs
- ⇒ **Better manage prospects & customers**— by creating new "lead" categories, so keep prospects separate from business partners/customers
- ⇒ **Efficiently manage leads/suspects**—by importing them directly into SAP Business One.
- ⇒ **Optimize Telemarketing Efforts**—by getting all associates/salespeople on the same page with prompts, scripts, and the ability to quickly create sales orders.



The screenshot displays the SAP Business One Plus One—Marketing interface. It features several overlapping windows:

- Assigned List(s) - manager:** A table listing marketing lists with columns for List Code, Description, List Type, Campaign Code, Campaign Description, Start Date, Target End Date, Total Leads, and Remarks.
 

List Code	Description	List Type	Campaign Code	Campaign Description	Start Date	Target End Date	Total Leads	Remarks
LS101	List for whatever	2	MC100	Sales Campaign			3	List of Construc
LS100	Customer List	2	MC100	Sales Campaign			15	
LS100	Customer List	2	MC300	Sales for Jan			15	
- Campaign:** A form for managing campaigns, including fields for Code, Description, Campaign Type, Status, Budget, Discount Code (IBMZKE), Start/End Dates, and a table for discount items.
 

Item No.	Item Description	Min	Max	Discount %	Unit Price
A00001	IBM Inforprint 1312	5.00	10.00	30.00	0.00
A00005	HP Color Laser Jet 4	5.00	11.00	30.00	0.00
A00003	IBM Inforprint 1226	5.00	11.00	30.00	0.00
A000					
- Sales Order:** A form for creating sales orders, including Customer (C40000), Name (Earthshaker Corporation), Contact Person (Daniel Brown), Posting Date (01/04/10), and a summary table.
 

	USD
Total Before Discount	450.00
Discount	
Freight	
Tax	45.90
Total	495.90

FOR MORE INFORMATION ON PLUS ONE—MARKETING, OR ANY OF OUR OTHER ADD-INS TO SAP BUSINESS ONE, CONTACT US TODAY

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