MacBusiness Consulting
1750 Kalakaua Avenue
Suite 103 #3234
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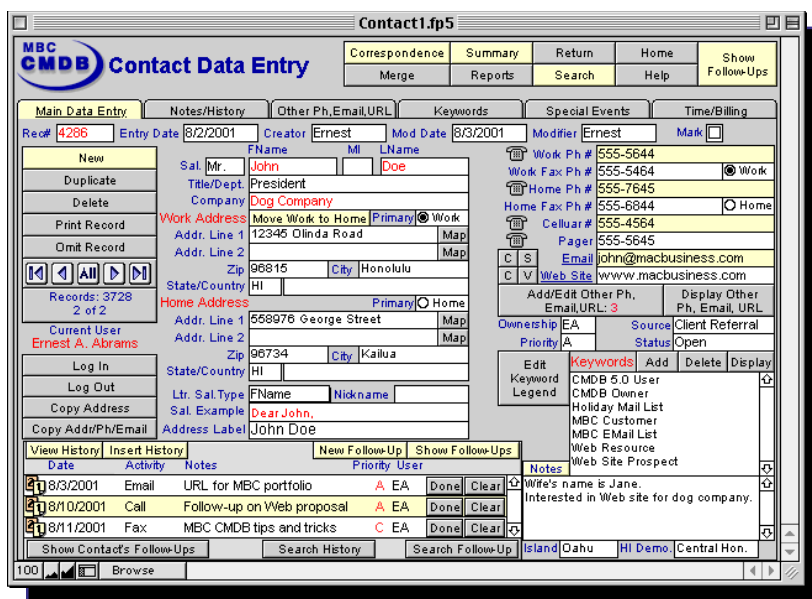# MBC CONTACT MANAGER DATABASE

VERSION 5.0

INTRODUCTION

The MBC Contact Manager Database (MBC CMDB) is a **cross-platform** (Mac OS and Windows) FileMaker® Pro contact manager database template designed to perform many key contact management tasks with **ease of use** and **power**.

Many of the contact manager applications on the market today attempt to do "everything". Unfortunately, they become so complex and difficult to use that most users utilize only a small portion of overall potential.

The MBC Contact Manager Database has proven to be an "**easy to use**" contact manager. The bottom line is that users are performing **robust contact management tasks** efficently and effectively, many of which could not get done using other contact databases.

The MBC CMDB is **only sold as a package solution** (template, customization and support) which ensures you will be able to use it for your work on day one. This is one of the many reasons why the MBC CMDB has been a great success and provides **exceptional value** for every customer who has purchased it.

Please review some of our **key features and functions** and see if the MBC Contact Manager Database is aligned with your needs. Numerous highly successful installations are already in place.

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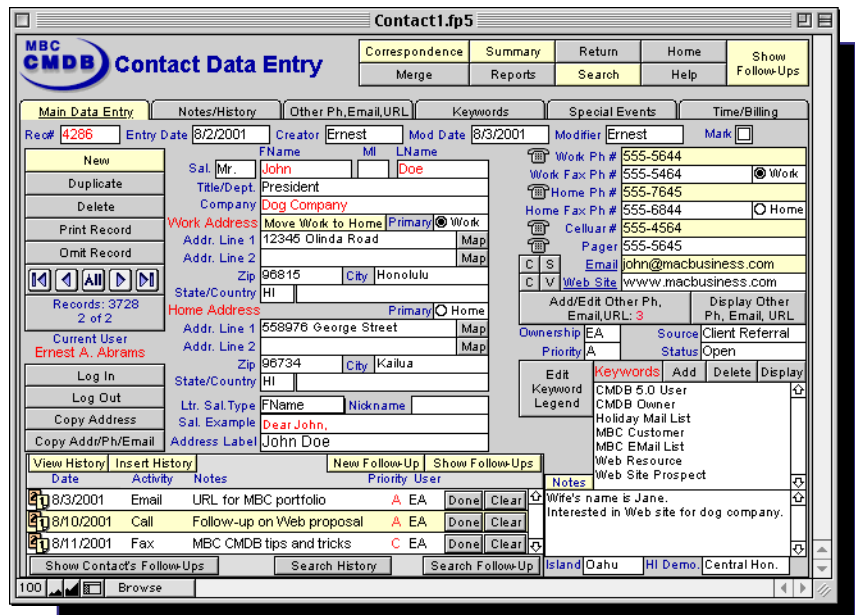
**MBC Contact Manager
Database Version 5.0**

**MBC
CMDB**

Below are some of the key features of the MBC Contact Manager Database that makes it a winner:

* **Easy** to use interface and navigation.

* Powerful **On-line Help** with step-by-step instructions.

* **Cross-Platform Ready** - Now works on both the Mac OS and Windows platform.

* **Fast Search** feature to efficiently find a contact.

* **Correspondence** Layouts to efficiently generate letters, faxes and E-mail.

* **Email System** sends **personalized HTML/Text Emails with pictures/ graphics** that can include **attachments** to an individual or a group of contacts.

* Robust **Keyword System** to organize contacts into groups.

* Robust **Follow-Up System**.

* Robust **History System**.

* **Robust Batch Functions** for creating/assigning Follow-Ups, History and Keywords.

* **Letter Template Library** - Create and edit a list of predefined letters that can be easily pasted into correspondence layouts.

* **Special Events Management** - Track birthdays, anniversaries, etc.. of your clients, family and friends, etc.

* **Validation** - We have added a variety of validation routines to minimize the entry of bad data.

* **US Zip Code Lookup** - Will lookup city and state after you type in the zip code.

* **Hawaii Demographic Lookup** - When you type in a Hawaii zipcode, it will automatically lookup the island. Also shows a Oahu region (i.e. Central Honolulu, Windward, Leeward, etc.) if applicable.

Visit **www.macbusiness.com** for more information on the MBC Contact Manager 5.0.

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MBC CMDB

MBC CMDB

The MBC Contact Manager Database makes generating correspondence for an individual or a group of contacts a breeze. **Key correspondence features are:**
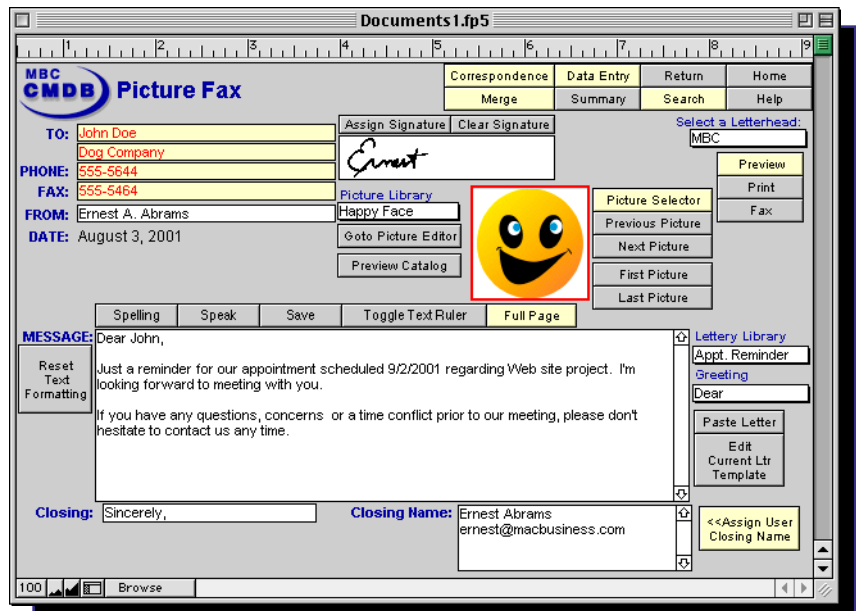
Letter Functions

* **Print** letters.
* **Mail Merge** letters.

Fax Functions

* **Fax** directly from the Contact Manager Database.
* Send personalized **merged broadcast faxes** directly from the Contact Manager Database.

E-mail Functions

* **E-mail** directly from the Contact Manager Database.
* Send personalized **merged broadcast E-mail** directly from the Contact Manager Database.
* Send individual E-mail directly from the Contact Manager Database or link to your email software.

Other Correspondence Features

* Supports up to **4 different correspondence sets** (i.e. business 1, business 2, business 3, personal) plus a blank set for preprinted letterhead and envelopes.
* **Letter Library** - Create and edit a list of predefined letters that can be easily pasted into correspondence layouts.
* **Picture Library** - Create and edit a list of images to be pasted on the picture fax layout.
* **User-friendly** letter, fax, and E-mail merging interfaces.
* **Multi-page** fax, transmittals, letters and picture faxes.
* **Auto paste of signatures** for faxes and letters.

Standard Layouts

Single Correspondence
Letter
Memo
Fax Cover
Fax Transmittal
E-mail
Envelope
Picture Fax

Merge Correspondence
Letter Merge
Fax Merge
E-mail Merge
Envelope Merge
Fax Merge Letter
Avery Label 5160/8160 Merge
Avery Label 5164/8164 Merge

You can also create your own correspondence layouts

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The MBC CMDB Email system allows you to send directly from FileMaker Pro **personalized HTML/Text Emails with pictures/graphics** that can include **attachments** to an individual or a group of contacts. This Email system is only available with the purchase of the MBC Contact Manager 5.0.

MBC CMDB Email System Standard Features

- Cross-Platform - Runs on Mac OS and Windows.
- Send Emails directly to the Internet (no need to send to your Email Software).
- Send personalize Merge Emails (i.e "Dear George").
- Send HTML formatted Emails (with graphics & styled text), Text or HTML and Text format.
- MBC HTML Editor pallet (Easy system to assign HTML, URL, image tags to text).
- Preview button to preview HTML Emails in Internet Explorer.
- Send Emails with attachments (pdf, jpg, etc).
- Include the contacts's name in the subject of the broadcast Emails.
- Text Letter Library (stores predefined text letter templates).

- HTML Letter Library (stores predefined HTML letter templates).
- Preview HTML Letter Library Templates.
- Generates logs of broadcast Emails (success/failure).
- Sends copy/transcript of sent message to the sender.
- Send individual Emails from the Contact Manager Database to your Email software.
- Send personalized merged broadcast Emails from the Contact Manager Database to your Email software.
- And more... - These are only the key features. There are many more features and functions.

MBC CMDB Email System Practical Applications

- Send new product announcements to your contacts.
- Send a customized newsletter to your contacts.
- Send Event announcements to your contacts.
- Send info Emails to your contacts to keep them current.
- Send tip and "how to" Emails to your contacts.

- Send promotional and sales Emails.
- Send Emails with FAQs from your current contacts.
- Send Emails on available job positions in your company.
- Send spontaneous Emails with valuable info you just read or found out about it.

Spam Warning:

MBC strongly discourages sending "spam" (Unsolicited EMails) using the MBC EMailer. The MBC EMailer's primary purpose is to enable its users to send personalized messages to solicited recipients. If you're planning to use the MBC EMailer for unsolicited mailings, please don't! We will not provide technical support if you use the MBC EMailer for spamming. The MBC EMailer does not enable you to forge headers, suck Email addresses off of the Internet, randomize the FROM Field and other spam related activities.

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KEYWORD SYSTEM
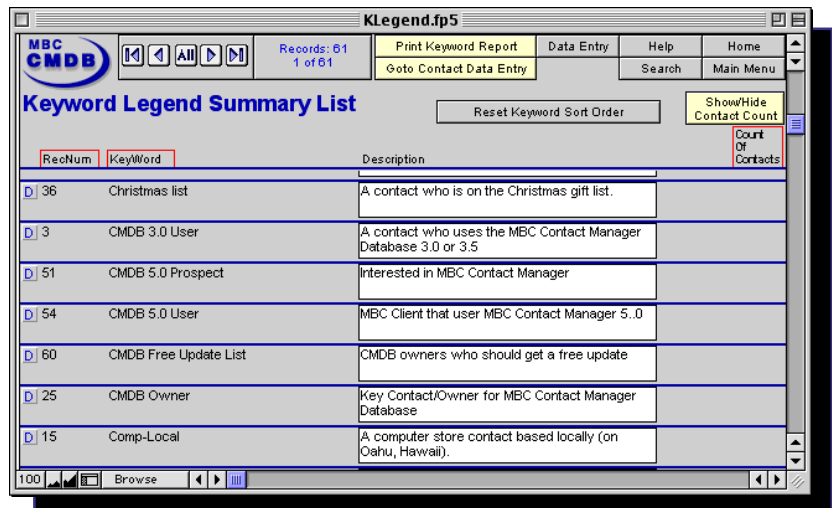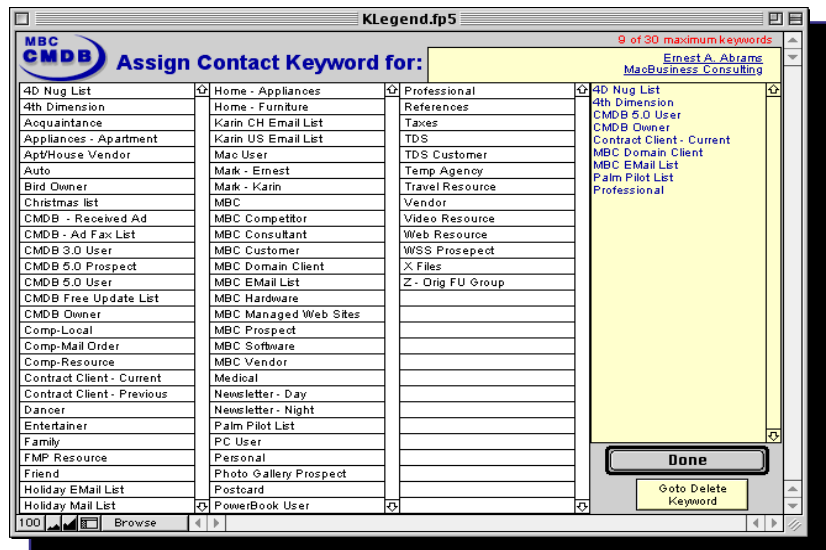
The MBC Contact Manager Database comes with a robust Keyword Management System that makes managing groups of contacts **super easy**.

Keyword features are:

* **Assign** or **remove** keywords by just clicking on the keyword.

* **Unlimited** number of keywords in the Keyword Legend file.

* **Create** and **edit** your own keywords.

* Edited keywords **automatically** update related contact records.

* **Contact Count** feature will quickly allow you to view a count of the number contacts for each keyword.

* **Batch assign** keywords to a group of contacts (see batch processing).

* **Batch remove** keywords from a group of contacts (see batch processing).

* **Dynamic search** of keywords fromContact, History, Follow-Up and Events file from a simple pop-up menu.

* **Extensive validation system** to ensure the integrity of the keyword data.

NOTE: Limit of 30 keywords per contact. We have yet to run into a client that needs more keyword per contact, but it is possible. Additional MBC programming will be required to increase the contact keyword limit.

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MBC Contact Manager Database Version 5.0

MBC CMDB
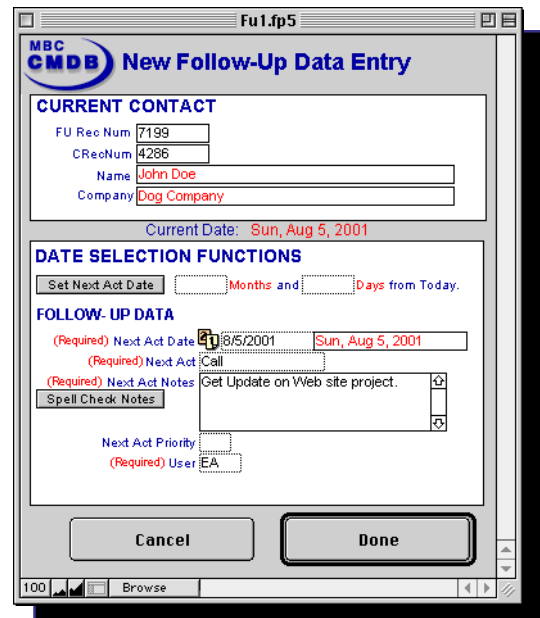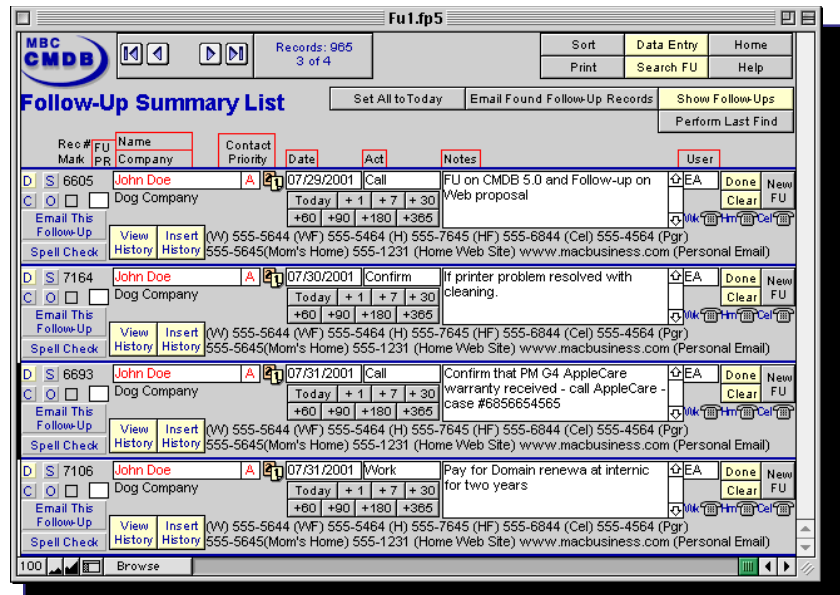
The MBC Contact Manager Database comes with a robust Follow-Up Management System that makes tracking and managing contact's future activities very easy.

Follow-Up features include:

* **Follow-Ups** are created and managed on a user by user basis (each user sees only their follow-ups).

* **Completed follow-ups** are posted to a contact's history with a date/user stamp.

* **View** a contact's history from the Follow-Up Summary List.

* **Insert** a contact's history from the Follow-Up Summary List.

* **E-mail directly** from the Follow-Up Summary List a follow-up E-mail.

* **Batch E-mail** a group of follow-ups from the Follow-Up Summary List.

* **Dynamic search** of follow-ups that can include criteria from the Follow-Up and Contact file.

* **Batch assign** follow-ups to a group of contacts (see batch processing).

* **Extensive validation system** to ensure the integrity of the follow-up data.

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**MBC Contact Manager
Database Version 5.0**

The MBC Contact Manager Database comes with a robust History Management System that makes tracking and managing contact's past activities very easy.

History features include:

*   **Completed follow-ups** are posted to a contact's **history** with a date/user stamp.
*   **Insert history** feature allows you to insert history from the Contact file or the Follow-Up Summary List.
*   **View** a contact's history from the Notes/History layout or the Follow-Up Summary List.
*   **E-mail directly** from the History Summary List a history record.
*   **Batch E-mail** a group of history records from the History Summary List.
*   **Dynamic search** of history records that can include criteria from the History and Contact file.
*   **Batch assign** history to a group of contacts (see batch processing).
*   **Extensive validation system** to ensure the integrity of the history data.

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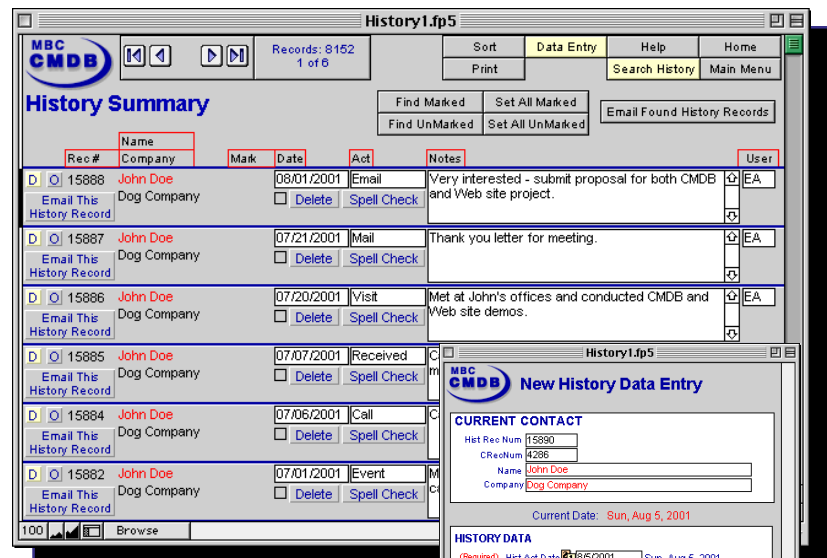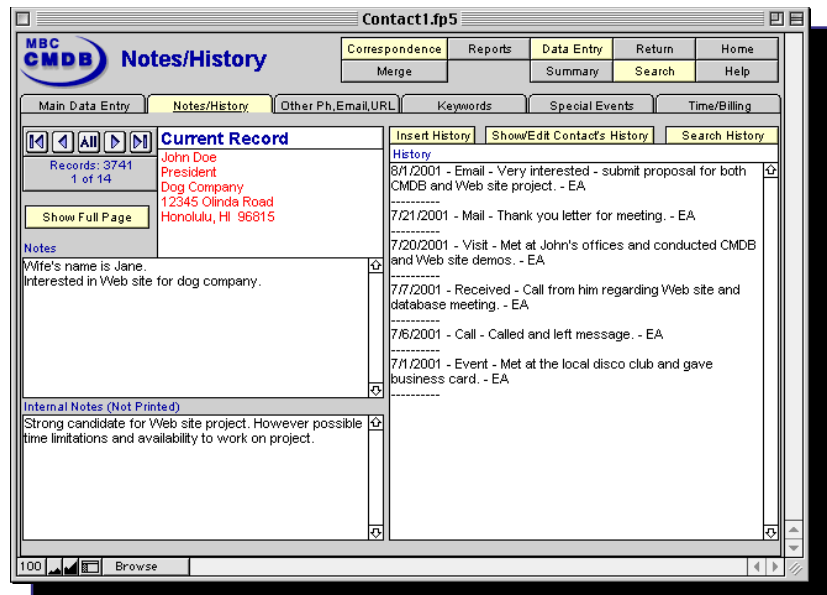
**MBC Contact Manager
Database Version 5.0**

The MBC CMDB can perform robust batch processing tasks **with just a few clicks**. Below are some batch functions that the MBC Contact Manager Database can perform:

Batch Assign History
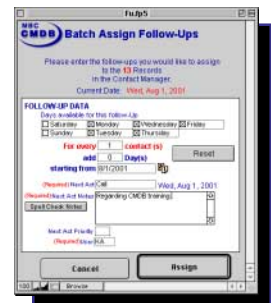
* Assign a past activity to a group of contacts.

    Example: Find all existing customers and insert in their history that you mailed them the brochure on the new widget.

Batch Assign Follow-Ups

* Assign a follow-up to a group of contacts.

    Example: Find all existing customers and create a new follow-up to call and discuss the brochure/widget mailer (includes feature for available days and number of contacts per day).

Batch Assign Keywords

* Assign a keyword to a group of contacts.

    Example: Find all existing gadget customers and assign a keyword to make them a widget prosepct.

Batch Remove Keywords

* Remove a keyword from a group of contacts.

    Example: Find all the widget prospects and remove widget prospect from their keyword set.

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MBC Contact Manager Database Version 5.0

MBC CMDB
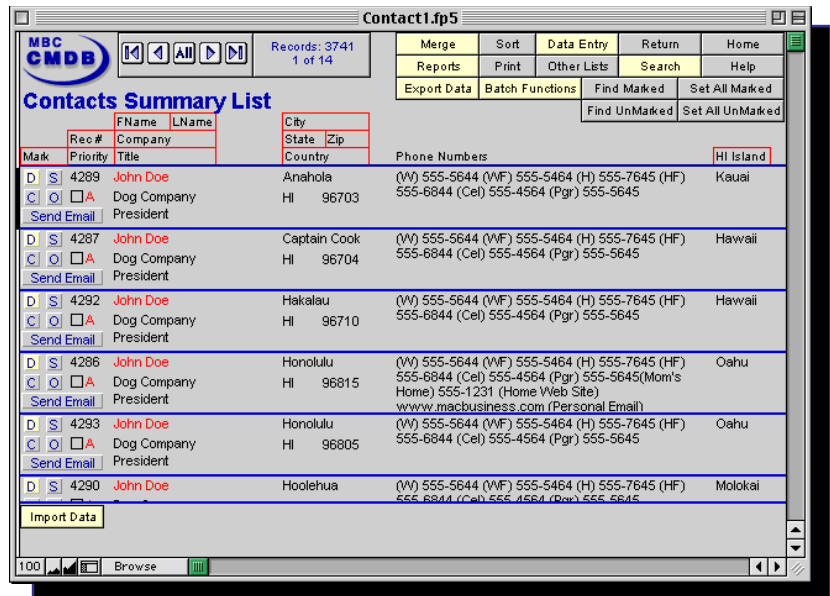
The MBC Contact Manager Database comes with standard layouts and reports. Below is a list of current layouts and reports. Other layouts and reports can be added on a as needed basis.
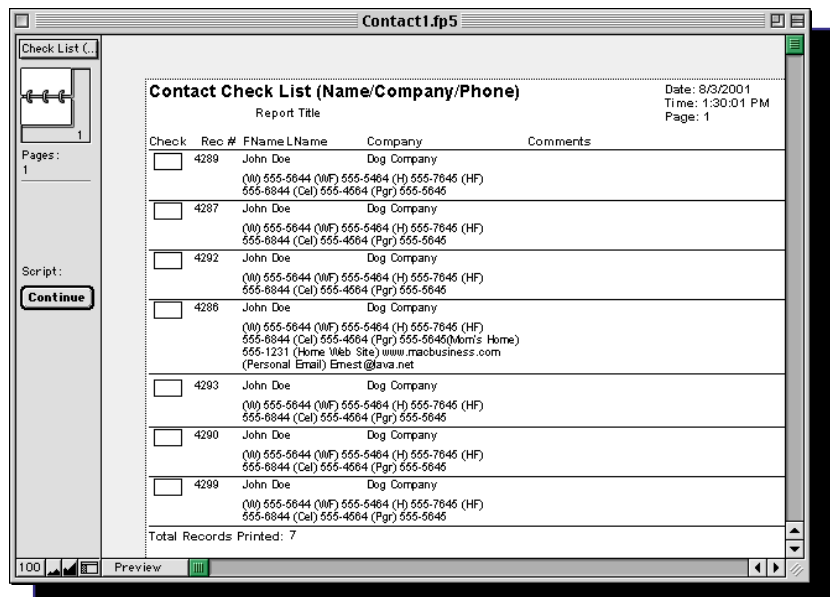
Key Layouts

* Main Data Entry
* History/Notes
* Special Events
* Summary List
* Detail List
* E-mail Address List
* Follow-Up Summary
* Last Activity List
* Keyword List
* And more...

Key Reports

* Special Events Report
* PhoneBook by Company
* PhoneBook by First Name
* PhoneBook by Last Name
* AddressBook by Company
* AddressBook by First Name
* AddressBook by Last Name
* Source Report (i.e. Direct Mail=22% Cold Call=88%)
* Check-List Report
* Follow-up Report
* History Report
* Mailing Labels
* And more...

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**MBC Contact Manager
Database Version 5.0**

MBC
CMDB

Below are more features that make the MBC Contact Manager Database so powerful:

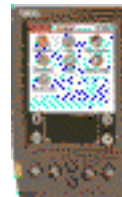## Networkable

*   *   [1] Multi-user work group ready. Everyone in your office can use the same database and share information.

Palm Pilot/Visor

*   *   [1] Download your contacts into your Palm Pilot/Visor.

Internet Functions

*   *   Go directly to a contact's Web site from the Contact Manager Database.
*   *   Get a geographic map of a contact's address from the Internet with just one click.

Export Functions

*   *   Export E-mail Groups to quickly send E-mail messages to a group of contacts.
*   *   Export Eudora® Address Book.
*   *   Export E-mail addresses for import in Outlook Express®.
*   *   Export Fax numbers for import into your fax software.
*   *   Export merge data for Microsoft Word®.

Expandable

*   *   [1] The MBC CMDB is designed for integration of add-on modules as your business grows (invoicing, billing, inventory, etc.).

Customizable

*   *   The MBC CMDB is designed to allow you to create your own layouts (required full version of FileMaker Pro®).

Other Features

*   *   US Zip Code Lookup - Will lookup city and state after you type in the zip code.
*   *   Hawaii Demographic Lookup - When you type in a Hawaii zipcode, it will automatically lookup the island. Also shows a Oahu region (i.e. Central Honolulu, Windward, Leeward, etc.) if applicable.

    (1) Requires additional software/hardware and/or MBC support.

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COST

MBC CMDB

The MBC CMDB is **only sold as a package solution** (template, customization and support) which ensures you will be able to use it for your work on day one. This is one of the reasons why the MBC CMDB has been a great success and provides exceptional value and return on investment for customers who have purchased it. Below are the basic components required if you choose to purchase the MBC Contact Manager Database 5.0:

Prices subject to change without notice

Required MBC CMDB Product/Services

Purchase of the MBC CMDB Template (Single User)	**$299.00**
Customization Fee **(1)**	$300.00

 * We customize the MBC CMDB with your logos, letterhead text, initial users and
 other tasks necessary for you to start using the MBC CMDB.

MBC Support Contract for Installation/Training/Follow-Up Support $450.00

 * MBC Support Contract - 5 hours at $80.00/hour. Larger contracts are
 available at a discounted rate.

Total Required Cost $1049.00

Multi-User & Data Conversion Cost

Additional/Mult-User Cost ((2-5=$40/Per User ** 6-10=$35/ Per User ** Unlimited Users=$500.00) $_____

Data Conversion Fee $_TBA *

 * We take your existing database of contacts and convert/import the data into
 the MBC CMDB 5.0. MBC is unable to quote you an exact price, because this
 task can be easy or complex depending on the structure/integrity of the data
 and what data you choose to import.

Other Cost Considerations *(not sold by MBC)*

FileMaker® Mobile	$_____
Palm Pilot®/Visor®	$_____
WinFax® Pro	$_____
FaxSTF® Pro	$_____
Eudora Pro®	$_____
Netopia® Timbuktu® (allows for remote MBC support/training)	$_____

Possible Multi-User Cost (only applies to multi-users solutions)

FileMaker 6.0/New - No. of Users____ x Price Per Unit $_____	$_____
FileMaker 6.0 /Upgrade - No. of Users____ x Price Per Unit $_____	$_____
FileMaker Server - (Optional) - Required if you exceed more than 10 users	$_____
Grand Total	**$_____**

Note: MBC works with CDW (mail order catalog) extensively. We receive substantial discount prices on products. Let us know if you would like to purchase any above mentioned products through CDW to profit from the MBC special prices. We receive no commission from CDW, but we do charge you for the time to process the transaction.

(1) Setup of a maximum of 4 business layouts using the standard layout template. The reproduction of "exact" letterhead layouts and/or adding additional business layouts will have additional costs.

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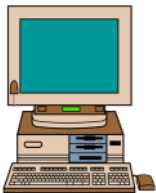CMDB**

For Mac OS

Hardware Requirements:

- Power Macintosh® Computer or later

- 32MB of RAM required

- Hard Disk

Software Requirements:

- Mac OS version 8.1 through Mac OS X 10.2

Network Sharing Requirements:

- TCP/IP or AppleTalk network

For Windows

Hardware Requirements:

- Intel®-compatible computer 486/33 or later

- 32MB of RAM required

- Hard disk

Software Requirements

- Windows 95®, Windows 98®, Windows Me®,
  Windows 2000®,   Windows XP®.

Network Sharing Requirements:

- Microsoft® TCP/IP or IPX/SPX network

Note: Some components may require additional system resources not outlined above.

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MBC Contact Manager
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"I have been using contact management tools since the 1980's. Prior to utilizing MBC's Data Base, I used a competing product for nearly 5 years. I began using the MBC Contact Manager Database in 1995 and it delivers all of the tools necessary to communicate with clients and potential clients. The seamless integration between traditional letters, faxes, telephones and email is awesome! If you need to maintain contact with many people, I know of no other tool which provides so much power and stability. On a final note, any computer product is only as good as the support you receive. MBC is accessible and supports this product in a manner other companies should emulate."

Keahi D. Pelayo
RE/MAX Honolulu

"The MBC Contact Manager Database has made Hogue Publishing far more productive. Both myself,and all our employees do more in less time. We spend less time communicating with our customers because the CMDB's very powerful communication tools allow us to pro-actively contact and reassure our customers that they are in good hands. Customers are always impressed when you can manage the details of their orders quickly and correctly. The CMDB allows us to manage tens of thousands of customer details with only 4 people in our office. The thoroughness that the CMDB affords us inspires our customers to buy from us again and again. MBC gives all our staff efficient technical support. Our staff knows MBC will find solutions to any problem. MBC technical support is like their CMDB software: quick and efficient! In summary, I recommend the CMDB to any company that wants to impress its customers while cutting costs at the same time."

Terry Hogue/CEO
Hogue Publishing, Inc.

"The MBC Contact Manager has remodeled the way I manage people in the office and our thousands of contacts. It has become an invaluable tool and we now wonder how we lived without its diverse capabilities. It has also significantly reduced daily stress as we can now note our follow-up commitments by priority, date and the Contact Manager gives all other information/tools necessary to make follow-up easy...MBC's Contact Manager and support services can be one of the most useful investments in your business and/or career."

Leah Bernstein
The Mountain Apple Company

"My take on the MBC Contact Manager software package:
The Contact Manager as developed by MBC is without question the answer that many of us who find it necessary to keep up to date information about our customers have been waiting for. I find it just about impossible to find or think of a desired feature from a customer contact database that is not found in The MBC Contact Manager. This product represents a new paradigm for managing customer information. During the past fifteen years, I have managed biotechnology related sales and service organizations with hundreds of representatives and customers that numbered well into thousands, this was of course before the MBC Contact Manager existed. I see this product as ideally suited for my start up business today and robust enough to address the needs we established growth-oriented organizations. The MBC Contact Manager is a no brain investment if one wants to see productivity around the office increase."

Jim Knight
CPI International

"With the MBC Contact Manager Database and Ernest's tremendous support and backup, I have significantly increased my efficiency. I'm now able to better serve my existing and prospective clients."

Brian Macnish
Merrill Lynch

"Thanks to the MBC Contact Manager... my productivity is on the rise and my bottom line has greatly improved. It's a pleasure to use, powerful... and makes my business more fun!"

Lorrin L. Lee
Global Entrepreneur

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