

Having trouble keeping track of your Customers?

The CRM module provides an on-line database to store customer contact information, action items, and history

- Use the CRM System for a variety of purposes within ISO 9001, ISO 14001, Business Continuity Planning, Lean Manufacturing, Management Systems, and/or other ISO and Quality Standards
- **Upload, download, and/or integrate** data from your existing CRM solution to share information
- Use the **CRM system** to record Customer information, your contacts, and all communications and action items
- Enormously flexible, the CRM system lets you **create your own custom fields** of information important to you
- **Create your own types of activities** you want to track and analyze: phone calls, sales calls, proposals, orders etc.
- Use the CRM system to **assign action items** to your staff
- With **Search and Report capabilities**, you can easily find, report, and analyze the information you need
- The CRM system integrates with the **Surveys** and **Customer Complaint** modules
- The CRM system can be used to keep track of **customers, suppliers**, or any type of organization important to you

equationASP® can be used for:

- **ISO 9001** and other quality standards such as AS9100, ISO 17025, ISO 13485, and TS 16949
- **ISO 14001** for environmental management
- **Business Continuity Planning (BCP)**
- **Lean Manufacturing Management Systems**
- Other **ISO Standards** such as ISO 18001, ISO 22000, and ISO 28000

equationASP® modules include:

- **Document Control**
- **Project Management**
- **Corrective Action**
- **Data Collection**
- **Internal Audits**
- **Surveys**
- **Customer Relationship Management**
- **Training**
- **Communications**

All equationASP® modules:

- Are **web-based**, providing easy access world-wide
- **Communicate** with your staff via email
- Are **integrated** or can be **mix and match** solutions
- Save you **time and money** compared with off-line systems
- Are **highly secure** with password, firewall, encryption, and back up protection
- Are **customizable** by your administrators
- Include on-line **Help, Customer Support**, and periodic **upgrades**
- Available **hosted by Prism** or **installed** on your servers
- Available in **English** and/or **Chinese/Mandarin** via Prism China www.prismchina.com



The screenshot shows the EquationASP CRM interface in a Microsoft Internet Explorer browser. The main window displays a list of organizations under the heading "CRM Information". A search filter is set to "ALL ORGANIZATIONS" and 125 items were found. The list includes organizations like Archer, Inc., Acton Research Corporation, and Ames Rubber Corporation. A secondary window titled "Prism -- Equation - Microsoft Internet Explorer" shows the "Organization Info" for Ames Rubber Corporation, including details like Company Name, Entered Date, Address, City, State, Zip Code, Phone Number, Fax Number, and WWW Address.

Organization	Organization Desc	Or
Archer, Inc.	Annapolis MD - Left Message	Custom
Acton Research Corporation	optical coatings, optics, opto-mec	Custom
Advanced Ceramics		Custom
Advanced Health Media		Custom
Aerco	Commercial Boilers	Custom
AeroParts Manufacturing and Repair, Inc.	aerospace	Custom
AGS		Custom
Alternative Manufacturing, Inc.	ASP Customer	Custom
Alli-2 Incorporated		Custom
American Academy of Nursing	AAN	Custom
AmeriMold Tech, Inc.		Custom
Ames Rubber Corporation	also Amesil Corporation	Custom
Amatrol	Chemical Products Division	Custom

Organization Info	
Company Type:	
Company Name:	Ames Rubber Corporation
Company Short Description:	also Amesil Corporation
Entered By:	Mike Reeve (Prism, King of Prussia PA)
Entered Date (mm/dd/yyyy):	02/18/2005
Address 1:	19 Ames Boulevard
Address 2:	
City:	Hamburg
State:	NJ
Zip Code:	07419-1514
Phone Number:	(973) 827-9101
Fax Number:	
WWW Address:	http://www.amesrubber.com