



## ALERE KEY POINTS

ALERE is an ERP solution which delivers sophisticated features not commonly found in mass market packages. Complex processes provide maximum benefit when they are presented in a manner that simplifies their use. The acquisition and implementation costs of ALERE are usually found to be very affordable. Ongoing costs are low because they are not based on the number of users.

Often sought capabilities that are included with ALERE, such as Document Management, do not require additional investment. Customizations in ALERE are simplified by its advanced architecture. More importantly, the modifications made by a company are easily transitioned to new product versions.

## PLATFORM

- Client/Server and LAN
- One code base throughout ALERE's product offerings
- Multi-tier object orientated architecture - multi-level product customization - data driven definition elements - user hooks/custom code - languages – lingo
- Inheritance modification strategy allows customizations to be ported to new product releases

## INTOUCH CRM

- Information for prospects, customers, and suppliers is seamlessly blended together
- Recording notes, scheduling appointments, or adding tasks are never more than a click away
- Find all related notes in a conversation
- See a contact log by company or by individual
- Employ Google Maps to locate nearby dealers, distributors, or retail location
- Include photos of contacts that will be displayed next to contact log messages
- Extensively customize company and contact tracking information for your unique business requirements
- Use the native document management to easily find original correspondence, photos, agreements, etc.
- Write quotes for prospects and smoothly turn them and their quotes into customers and orders
- Create sales and purchase orders without leaving InTouch
- See the history of orders placed by customers and a list of the items purchased
- Manage mass emailing and direct mail using rules to reach target audiences
- Embed graphics in the emails to help deliver your messages
- Export USPS information to print addresses for direct mail
- Track campaign results via Excel links
- Access contact and order information with apps on mobile devices anywhere there is internet or smart phone connections
- InTouch has two-way links with Microsoft® Outlook which provides connectivity for appointments, tasks, and emails sent or recorded by either product
- A free *Call Sheet* app that runs on a smartphone and will provide customer and supplier contact, directions and order information
- Use the app to drill down to see the details of customer orders
- Have all your supplier and customer contact details at your fingertips with the app
- The app supports automatic dialing, one touch emailing, and web site access
- Publish your company's employee contact information and have it kept up to date automatically
- Access to the app is protected by the ALERE password logins
- The InTouch information is published and maintained in the Cloud by the ALERE Mobility
- The app runs on Android or Apple platforms, it is free to download, and no user seats are required
- Custom develop your own apps to access data you make available in the Cloud
- Develop single purpose apps to allow your sales force, distribution channels, or even your customers to place orders or check on inventory
- Take advantage of InTouch integration to hyperlink to related information throughout ALERE