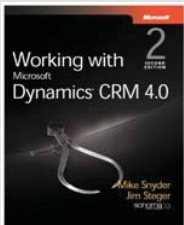




Microsoft Dynamics CRM Experts

We wrote the book ...

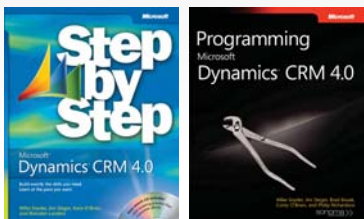
Microsoft Press recruited Sonoma Partners to write the official Microsoft Dynamics CRM book, "Working with Microsoft Dynamics CRM" for both the 3.0 and 4.0 versions.



The book contains insight on customizing forms, configuring security roles, tracking e-mail

and writing reports. It is written for those who implement and administer Microsoft Dynamics CRM.

Microsoft has commissioned two more books to be published in 2008, including "Step by Step - Microsoft Dynamics CRM 4.0." Step by Step is an end-user guide to daily tasks and taking full advantage of Microsoft Dynamics CRM functionality. "Programming Microsoft Dynamics CRM 4.0" will be a guide to working with the Software Developer Kit.



Sonoma Partners is recognized worldwide

as the premier Microsoft Dynamics CRM consulting firm. We help enterprise and mid-market companies deploy and implement Microsoft Dynamics CRM, an easy-to-use, flexible and integrated solution that allows companies to increase sales, marketing, and customer service successes.

When choosing a Microsoft Dynamics CRM integration partner, Sonoma Partners is the preferred choice among companies that want a low-risk implementation driven by a team with proven experience. By using our expertise and an accelerated deployment model, we deliver projects that guarantee results.

We differentiate ourselves from other Microsoft partners because:

We are 100% specialized in Microsoft Dynamics CRM software and the Microsoft technology platform. Sonoma Partners is a Microsoft Gold Certified Partner that has worked exclusively with Microsoft Dynamics CRM since the version 1.0 pre-release beta software. We do not spread our resources across other services such as networking infrastructure.

We have successfully implemented more than 100 complex Microsoft Dynamics CRM customizations, and Microsoft has awarded us twice with the Global Microsoft CRM Partner of the Year Award for our proven track record and customer successes.

We are a thought leader for Microsoft CRM. Sonoma Partners has access to and participates in beta testing and evaluation for upcoming releases of Microsoft Dynamics CRM. The Microsoft product development team often solicits our feedback when refining the platform and increasing functionality.

We have specific industry expertise. We have created tailored solutions for many different industries, including:

- » Financial services
- » Professional services
- » Healthcare
- » Real estate
- » Franchised organizations

We use our unique and proprietary project management tools to eliminate confusion, save time and provide our customers with a great experience. Instead of creating lengthy requirement documents that no one reads, our proprietary tools accomplish the same goals in a quick and easy-to-use manner.



Partner

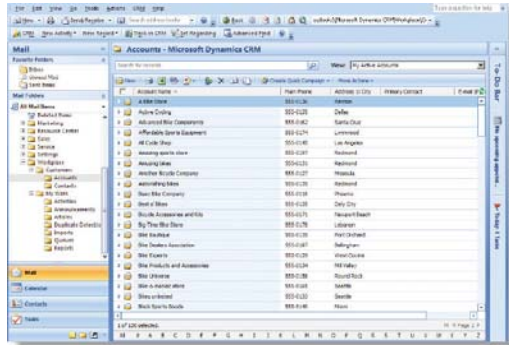
Contact us today to learn more about Sonoma Partners



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(312) 627-0700 phone (312) 627-1305 fax sonomapartners.com Microsoft Dynamics CRM Experts

Sonoma Partners' CRM Solution for Franchise Management

Sonoma Partners' expertise includes a deep understanding of the business objectives and challenges specific to franchisors. We have combined our unparalleled experience with Microsoft Dynamics CRM and our franchise-specific business processes to create a unique CRM solution for franchise management. And we have field-proven that solution with one of the world's top-ranked and best-operated restaurant chains, Quiznos.



Franchise Recruitment and Application Process Management

Sonoma Partners gives you the tools to manage the entire recruitment and application process – from initial inquiry capture to marketing effectiveness reports to dynamically analyzing the qualities of successful candidates. Additionally, you can:

- Automate lead imports and duplicate record elimination
- Automate application scoring to rate prospective franchise owners
- Use the database capabilities to discover relationships between leads, opportunities, accounts and contacts

Operations and Legal/Compliance Support

Our CRM solution for franchise management lets you easily track, display and manage franchisee agreements and incorporate documents into franchisee files. You can:

- Create and view marketing and training documents related to unit locations
- View sales operations scorecard reports of the franchise at the market or unit level
- Integrate data with external websites and vendors' systems to allow ease of business flow
- Increase visibility within all departments

Property Development

We understand that property development plays an integral role in your business, so our franchise management solution allows you to:

- Capture information about potential real estate locations for each approved or prospective franchisee
- Manage all steps of the development process from building out the location and acquiring equipment to hiring and training employees
- Track the approvals required for each phase of the development process

Franchisee and End-Customer Relations

Once the location is open, you can use Sonoma Partners' CRM solution for franchise management to easily manage and track royalty fees and quality control records. To help you provide superior customer service, our solution manages inbound and outbound calls from customers and franchise owners, and lets you maintain a knowledge base for franchisees, including frequently asked questions.

