



Surebridge™
Always There.

Surebridge combines technological expertise and real-world business management experience to extend the benefits of the Internet economy throughout your organization.



No matter where you or your business may go, we will be right there with you. Always.

Situation Analysis:

How do you survive in a volatile economy?

The answer isn't about technology; it's about the customer. More than ever, companies are seeking ways to reduce the cost of going to market and to obtain a better understanding of their customer base to reduce customer churn and to maximize customer profitability.

Surebridge, partnering with industry-leading Siebel Systems, can deliver the best Customer Relationship Management (CRM) solutions to your organization. With Siebel 7, Surebridge brings you the enhanced competitive capabilities of the Fortune 500, regardless of your company size.

Business Benefits of CRM

Proactively managing your customers impacts the bottom line by reducing cost and increasing revenues. No matter what the economic environment, the benefits of CRM with Surebridge are unquestionable.

- *Reduce cost.* Focus on the most cost-efficient channel for your customer interaction.
- *Increase revenues.* Identify and target your most profitable customers.
- *Foster customer loyalty and retention.* Provide a consistent and superior customer experience across any channel.



The Surebridge Advantage

As a leading application outsourcer of enterprise-level solutions with a multitude of hosted customers and CRM implementations spanning a wide variety of industries, Surebridge delivers unparalleled commitment to service that assures your success. Our dedicated and certified Siebel consultants provide full services around evaluating your needs to deploying, hosting and managing Siebel 7. We handle all stages of your CRM implementation and assure the health of all hosted applications. You reduce risk and avoid technology expenditures and the need for new staff while achieving the flexibility to focus on your core business. Our

Siebel 7 is a true thin client application, it offers you the ideal option of outsourcing with Surebridge. By letting Surebridge host your relationship management platform, you reduce the total cost of ownership and free your IT staff to focus on strategic issues. Surebridge manages the technology, and you manage your business. Surebridge and Siebel 7 make a unique partnership for your needs. Reduce the risk of deployment and accelerate ROI with a cost effective solution that Surebridge implements to meet your requirements, exactly. Create new opportunities with Siebel 7, or optimize your current implementation by upgrading to Siebel 7. The newest release of Siebel Systems

OUR TEAM OF SIEBEL-CERTIFIED CONSULTANTS has an unsurpassed portfolio of successful experience delivering a multitude of CRM deployments that integrate with back office systems and the Web.



strong customer-focus is underlined in our status as a Siebel Premier Platform partner and in our referencable customers. Customer satisfaction is our mission, our culture, and our commitment. The compensation of our staff depends on your satisfaction. We partner with you because our primary goal is making sure that technology improves your business. The Surebridge commitment, combined with Siebel quality and leadership, make the benefits of CRM a reality for your organization. The end result is an improved bottom-line: improved profitability, increased margins, enhanced market share.

A Comprehensive Solution—Surebridge's Outsourcing Services and the industry-leading relationship management solution Siebel 7

Surebridge takes complete responsibility for the implementation and outsourcing of your CRM solution. You get the benefits of superior infrastructure and unsurpassed security without diverting critical resources from your prime objectives. By teaming with Siebel Systems, Surebridge can deliver industry-leading solutions with the lowest total cost of ownership. Siebel Systems has long been at the vanguard of relationship management technology. Siebel 7 leverages that unsurpassed expertise to deliver fully integrated customer, partner, and employee relationship management solutions. Because

eBusiness applications simplifies customization, maintenance, and upgrades with the ease of its configuration. Siebel 7 offers a level of interactivity



previously available only in Windows applications, so you get the rich, interactive experience of a desktop application with the benefits of a zero-footprint Web client. With simplified integration capability and customer-proven scalability, Surebridge and Siebel 7 deliver the best relationship management solutions for your needs. Key Siebel 7 benefits include:

- Siebel Smart Web Architecture increases user acceptance and lowers total cost of ownership
- Automated Upgrade minimizes upgrade costs

- Application network support reduces cost of integration
- Unrivaled breadth and depth of application function
- Best practice industry applications functionality for a total of 20 industry markets

Surebridge's "e"Methodology



Our objective is to make sure that your business drives the implementation, and that your customer is at the heart of the endeavor. Surebridge's

"e"Methodology is our unique system to provide quick and cost-effective results, personalized and customized for your needs. This rapid deployment, five-step process enables us to implement Siebel 7 quickly and efficiently. Optimize scarce resources to develop a scalable and adaptable technology strategy that will serve you for the long term, bringing you competitive advantage and access to world-class solutions at an affordable price. Our method avoids typical bottlenecks that impede implementation by freeing your team to focus on your business. Beginning with the expert core of people in your company, we extract essential information in minimal time. After just one to three days, your organization's participation won't exceed 10-20% of the process. Surebridge does the rest.

Surebridge consultants apply the five "e"Methodology steps to meet your goals.

Envision—We work with you to scrutinize your company and develop a clear view of who you are, what you do, and how you do it. That view enables the vision that brings added value to your organization. We research, select, innovate, and prioritize to plan the best solution based on your processes.

Elaborate—to define the functional specifications, and design the system to support your business goals.

Engineer—a solution, handling the process from configuration to testing to training. We reduce resource requirements with unique training that focuses on a business cycle approach rather than a module-by-module approach.

Enable—your organization to optimize its business

by maintaining, monitoring, managing, and supporting the solution, and providing you with detailed reports.

Extend—your benefits, focusing on maximizing solution value, working with you to improve and evolve, whether you need tight integration of front and back office and e-commerce or streamlined processes.

Our team of Siebel-certified consultants has an unsurpassed portfolio of successful experience delivering a multitude of CRM deployments that integrate with back office systems and the Web. We serve a wide variety of industries, including high tech, financial services, professional services, manufacturing, telecommunications, and distribution. Moreover, Surebridge professionals are cross-trained to understand business processes that span multiple application modules. The Surebridge-Siebel solution brings you a scalable, reliable platform for managing relationships without draining valuable resources to keep the solution viable. Get the benefits of a robust, industry-leading solution with the security and support of Surebridge knowledge and expertise. Surebridge, Siebel Systems, and your business: *the perfect partnership.*

With Surebridge and Siebel 7 you can:

- Obtain the most complete CRM solution available in the market
- Rapidly deploy Siebel 7 with minimal interruption to your business
- Increase revenue opportunities through rich up-sell and cross-sell capabilities supported by Surebridge's best business practices
- Reduce the total cost of ownership through rapidly implementing and hosting a true thin-client solution
- Create predictable cost and mitigate risk by outsourcing Siebel 7, thereby employing leading-edge technology without incurring the capital or personnel overhead
- Achieve total accountability by a single solution provider in Surebridge, delivering a complete solution of implementing, hosting, managing and supporting Siebel 7

About Surebridge, Inc.

Surebridge, a leading provider of outsourced enterprise application solutions, delivers brand name application choice and affordable strategy, implementation and outsourcing services.

Surebridge's complete portfolio comprises ERP, CRM, eBusiness and productivity applications. Its full service offerings include software selection based on business need, rapid and precise application deployment, upgrade services, secure hosting, application management and continuous business improvement solutions. By providing outsourced business-critical enterprise-level applications, Surebridge provides tremendous cost savings to its customers. In addition, Surebridge's offerings are enhanced with a constant eye toward value through high-touch customer service. Surebridge's customers include manufacturing, professional services, financial services, healthcare, distribution and trade services firms. The company was founded in 1997 and is headquartered in Lexington, Mass. For more information, please visit www.surebridge.com, or call 781-372-3222.



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