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Walking the talk? How can CRM vendors really deliver?

By Jonathan Blain, ASAP's CEO

The message has now got through that the focus has moved away from technology itself to what the technology really delivers to business. With 70% of technology related projects failing to deliver the expected benefits, the billions of pounds wasted every single year on technology is a sad reflection on the CRM industry and the many companies who jumped on the software bandwagon.

David Sims, CRMguru.com's contributing editor, recently wrote that "CRM vendors don't walk the talk" in his review on customer satisfaction levels. For an industry dedicated to jacking up customer satisfaction, we came under heavy fire for not delivering ourselves!

Responsible companies have got that message loud and clear and have geared up to deliver higher satisfaction rates with complete solutions.

With the CRM market growth

only 2.7% last year, we could be forgiven for thinking that the CRM message had got lost in the fog of hype and misinformation that had beset the industry.

As CRM projects stall or are put on hold, we understand that a powerful ROI is needed more than ever, with the business case significant in helping shape the scope, approach and expectations of clients.

The good news for purchasers and users of technology is that technology vendors are vying for your business and you have more choice than ever before.

Products and positioning alone no longer confer market advantage. It's the people, your employees and your work colleagues who make the software work for you. The questions that I put to you are:

1. What have you got this software currently doing for you?

2. What value is it delivering to your business?
3. What more could it do?
4. What would be the value of getting it to do that?

ASAP have over 5 years' experience in the European CRM market, working with technology partners like FrontRange, who genuinely want to give value in a complete solution, which encompasses the 3 key drivers:

- Business
- Technology
- People

Business improvement is not something that you do as a one-off. It is something that you have to do all the time. Our focus as a business is to help our valued clients and partners, to achieve your business objectives and to get the most out of your investment in technology.

GOLDMINE® SALES AND MARKETING

PRICE RISE FROM 1ST APRIL 2002

FrontRange Solutions have announced that, from 1st April, 2002, the price of the GoldMine Sales and Marketing software and maintenance will rise by approximately 10% per seat.

Why not take the opportunity NOW to order your upgrade or new system and make considerable savings?



Following the successful launch of the new dBase Business Contact Manager, which allowed enhanced data integration with Microsoft Outlook 98/2000/2002 and Sage Line 50, the SQL server version 5.7 Maintenance Release 2, is due to follow in April.

Equipped with many of the specific enhancements

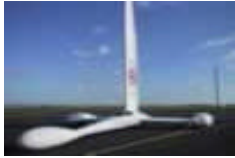
ASAP partner FrontRange announce the launch of GoldMine MR2

which characterised the dBase version, MR2 will have additional features such as enhanced calendar integration at Exchange level with Microsoft Office 98/2000/2002; an organisation chart roll-up feature and data integration with Intuit's® QuickBooks® Pro 2002 and QuickBooks Premier 2002.

GoldMine Sales and

Marketing MR2 software will do all the work, enhancing business productivity by centralising information and facilitating communication across the organisation.

For more information, contact ASAP's customer service team.



ASAP SPONSORED WINDJET SETS NEW BRITISH RECORD OF 113.4MPH

The Windjet Team challenge is to break the world speed record on land using only sail power. Official sponsors ASAP are pleased to announce that the team set a new British record of 113.4mph on the Waddington airfield in Lincolnshire on 22nd February.

Despite being hampered by morning showers and military flying requirements, Richard Jenkins, Windjet's Project Director and Pilot, finally made it out on the runway at 3.30pm. With a wind strength of around 23 knots, the very first run clocked 113.4mph, only 3mph short of the current world record!

However, the gods were

not smiling for, as Richard sped around the taxiway to make his next run, the skies cleared and the wind dropped. The next 18 runs were all around the 85 – 100 mph mark, as the wind fluctuated between 15 - 20 knots.

With the official observer procedure required for official ratification in place,

however, Windjet can confidently claim an Official British Record of the top speed of the day, 113.4mph. Only another 3mph to go!

Windjet are currently looking for ideal locations for sailing FAST! Keen to push the Windjet vehicles to their absolute limits, the Windjet team are asking sailors around the world to suggest the best global locations for speed sailing on land, ice and water. If you wish to have your say on the Great Location Debate, or for more information on how you can join Storm Chasers, the official Windjet supporters club, visit the website at www.windjet.co.uk.

For more information on Windjet, and to read these stories in full, click on www.windjet.co.uk/front.htm.



HIGHLIGHT ON ADDED VALUE



The business solutions that work enhance service and loyalty and repeat business—they're all about relationships



Put your customer at the centre of business decisions, unlock your business potential and add value to your organisation

We all know the 80/20 rule where 80% of the business comes from 20% of the customers. But this ratio can be exceeded if you learn how to use customer insight and analysis to work harder at winning new customers, keeping existing customers, and at doing more business with all customers. Unlock the key to the potential within your organisation:

- ◆ Increase your cost effectiveness—selling to new customers is 5 times more expensive than selling to existing ones
- ◆ Foster customer loyalty and achieve long term profitability
- ◆ Maximise the ROI of technology purchase and implementation
- ◆ Better manage the top 20% and extract greater value from the other 80%
- ◆ Concentrate your efforts on whatever produces the greatest return
- ◆ Motivate and inspire your own people towards greater success
- ◆ Add value in your relationships with your customers and be seen as "one of us" not "one of them"

Extract from ASAP corporate brochure



CRM Investment Seminar A Success

The feedback following the 8th March seminar for ASAP customers has been excellent. Held on the restored Clyde steamer, the TS Queen Mary, moored in the heart of London at Victoria Embankment, delegates were able to enjoy the 1930's atmosphere while learning more about how they could develop their CRM investment with GoldMine.

Guest speakers included Justin Diver, Business

Development Manager for Front Range Solutions, who presented a roadmap of GoldMine CRM software solutions. Outlined were upgrade developments from the latest Version 5.7 Business Contact Manager and Sales and Marketing on to the Orion/Fusion N-tier developments due to be unveiled next year.

ASAP consultants Claire Fuller and Sharon Barendse then gave a practical demo of the

new software in action, pinpointing the clear enhancements and benefits this upgrade will bring.

The event was timed to allow those attending to take stock of potential new software upgrades and plan training needs to meet the necessary changes in advance of the new SQL version to be launched in April.

See p4 for more on future ASAP seminars.



Capscan



Address Management Solutions

To better manage and gain the maximum benefit from your key asset - your customer and prospect database, you need the benefits address management can bring.

Accurate addresses provide businesses with a wide range of benefits including mailing discounts, better understanding of customers and improved customer service. By reducing the number of inaccurate addresses and duplicate records from your databases, your company can save substantial amounts of money on postage and print production as well as on the cost of undelivered mail.

ASAP offers the full range of CAPSCAN address management solutions as additional tools to the award-winning GoldMine software suite.

Matchcode 5 is Capscan's flagship product—a fully functional address management system with a highly sophisticated search engine, making it fast, reliable and accurate. It is available as a stand-alone program for data

capture, a web-based tool for online data capture or as a tool for batch post coding and address cleansing.

Matchcode Client/Server

allows multiple users to simultaneously validate addresses on a single server, whilst the **Software Developers Kit (SDK)** provides developers with the ability to integrate Capscan's products into their own applications.

Capscan are a preferred addressing software supplier for the leading Global CRM companies and the UK's sole accredited European ISV (Integrated Software Vendor) partner for FrontRange Solutions.

For more information on Capscan, call ASAP customer service team or visit www.capscan.com

"Capscan's advanced search routines, developed with an understanding of the intricacies of each individual country's language, provide our customers with the highest quality of pan-European address data"

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Creating Added Value Solutions

Central HQ for ASAP

ASAP have recently centralised management and operations in their main Headquarters in the Thames Valley in a consolidation of their Consultancy, Administration and Technical Support Services.

Located a few miles from key partners Front Range Solutions and within 30 minutes from central London, ASAP 's Reading HQ is centrally placed to service the majority of their client base both in the City and the South East.

ASAP's CEO, Jonathan Blain comments: "Here in the Thames Valley we are in good company, surrounded as we are by many leading technology organisations and our key technology partners.

We believe we can offer a more integrated service to our client partners and, by consolidating all our operations in one convenient base, we can increase efficiency and create a good working atmosphere."

Richard Denny Organisation joins ASAP Group



From February this year, the ASAP Institute acquired the business of management training group, The Richard Denny Organisation (RDO). The UK's "guru of motivation", Richard Denny is one of the foremost and inspirational speakers and an author of five best selling books, including the UK's No. 1 best seller "Selling to Win".

With RDO's emphasis on personal development and customer care in the workplace, there is an ideal synergy between the RDO and ASAP businesses. Good training works immediately, is very cost effective and is one of the best investments an organisation can make. This framework is absolutely necessary for any business solution to work.

Plus, with the importance of using more professional sales training underlined in a recent Gartner report on selling for CRM solutions, the Richard Denny Business Academy is perfectly geared to fill the void between the one to three day training session normally offered, and the three years it takes to achieve a degree. The 3 Diploma Courses offer a fast track approach as well as combining theory with practice.

For more information on the RDO Business Academy or general information on Richard Denny, visit www.denny.co.uk or call the ASAP customer service team.

FORTHCOMING EVENTS

SEMINARS (1/2 day)

19th April/8th May:

Develop your CRM Investment with GoldMine®

24th May:

Improve Helpdesk/Call Centre Efficiency with HEAT®

14th June:

Optimise and enhance your GoldMine System

WORKSHOPS (Full day/on-site)

10th April/8th May:

Introduction to GoldMine Sales and Marketing

11th April/9th May:

Introduction to GoldMine for System Administrators

25th /26th April:

Service Level Agreement Management/Reporting for Customer Services, Call Centres and Helpdesks

7th May:

CRM for Sales Professionals

14th May:

Activity Management for PA's, Secretaries and Admin Staff

Note that , if possible, we can tailor dates, venues and course content to suit group requirements

Book online at www.asap-group.com/seminar