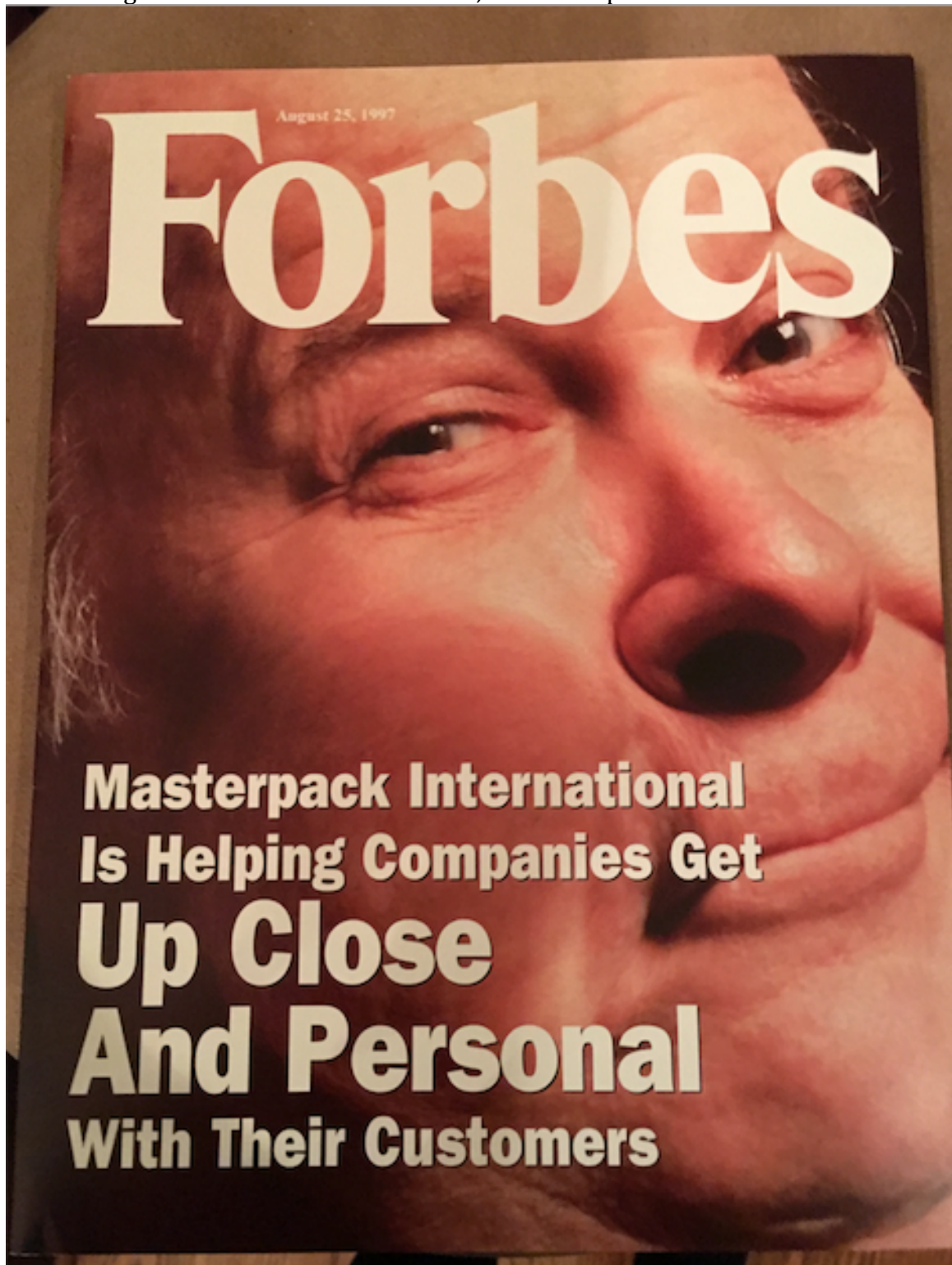


Forbes Magazine Cover-wrap Program. This was the front cover wrapped around an edition of Forbes Magazine that had an inside cover , an inside spread and back cover.





WHAT DO CUSTOMERS REALLY WANT?

How Close You Get to Your Customer Is Your Business...

**Being focused on customers
is no longer optional – these days, it's critical!**



Competition for your customers is intensifying, especially as technology is enabling you and your competitors to deliver products and services more rapidly than ever before. Everyone's

claiming their products are better, faster, easier to use, and it's becoming more of a challenge to show meaningful differences between competitive products, specifically in markets where "me too's" are plentiful.

If companies are hard pressed to differentiate their offerings, imagine what it's like for customers. To them, your product and your competitors' product may start to look pretty much the same. So who's going to win them over?

Deliver Reliability

The company that will win is the one that can deliver what customers really want—reliability. Reliability is the most important

measure of customer care. And only a system that integrates your customer care system with reliable delivery of products and services will build the loyalty that keeps your customers coming back for more.

Build Relationships

The most successful companies have been, and will continue to be, the ones that are the most customer-centric. The ones that know instinctively that the more they take care of their customers, the more profitability will take care of itself. The ones that realize it costs more to win new business than to keep existing customers satisfied. The ones that focus on accommodating, serving and satisfying each customer and exceeding their expectations.

**INSIDE: Why Linking
"Selling Chain"
to "Supply Chain"
Is Good for You –**

Inside spread - more legible version of this (left side and right side) is at end of this document

The race for customer loyalty is on, making it vital to retain your current customers and acquire new ones.

... Helping You Do It Is Ours.

Without question, the ability to retain existing customers and win new ones is vital to your company's ability to increase revenue and maintain a competitive edge. By encouraging a continuous business relationship with your customers and making it easier for them to acquire, use or replace a product, you can increase revenues, boost customer loyalty, and decrease the risk of losing business to your competition.

Arm Yourself
To successfully nurture customer relationships, companies need the right information technology system. Systems that support

And, where appropriate, companies must also use technology to offer customers the ability to serve themselves conveniently and effectively. While many companies provide access to information such as on-line catalogs and product listings, these options alone don't realize the full potential of customer self-servicing.

Gain An Unfair Advantage
Masterpack International provides the dynamic exchange of mission-critical information between your enterprise and your customers.

that run your business, such as inventory control and warehouse management, as well as your financial and accounting capabilities. This linking of the "selling chain" to the "supply chain" ensures that all areas of your business are integrated with one another - quickly and

order, check its status and take advantage of a wealth of additional services.

Only Masterpack can deliver on the promise of customer care, because only the Masterpack solution integrates the applications that touch your customers, such as sales and marketing, with the operational systems

DELIVER *fangible* RESULTS
Recognizing the needs of progressive companies in highly competitive environments, Masterpack International offers a full range of highly flexible, integrated financial and operational business modules.

Each Masterpack module interacts seamlessly and can be combined to suit an organization's individual requirements, from financial, distribution and marketing to warehousing and service and

Leverage customer loyalty to strengthen competitive advantage

their efforts to enhance customer satisfaction. But automating disparate systems across the enterprise isn't enough. Companies will also need to change how their organization "thinks" and how it uses technology to improve customer relations.


First, your employees must be equipped with business-critical information. They must be capable of "seeing" the customer relationship across your entire organization and using that information to be proactive in customer interactions, providing valuable information and service.

Our Enterprise-Direct™ Customer-Centric software solution meets the needs of organizations that want to build strong relationships and customer loyalty by making valuable information accessible. For example, not only will your customers be able to check an on-line catalog for price and availability, they will also be able to place an

cost effectively. As a result, you become more reliable, more flexible and can say "yes" to customers more often. It's a level of customer service and responsiveness your competitors can't match - your unfair competitive advantage.

Super-competitive can boost profits by one percent by retaining just 5 percent more of their customers. *Harvard Business Review*

Find out more about how you can provide the customer care that builds long-term loyalty. Call us at one of the numbers on the back, or visit our Web site at www.masterpack.com.



Back cover



**NEVER TAKE
LOYALTY
FOR GRANTED.**

DELIVER THE CUSTOMER CARE YOUR CUSTOMERS EXPECT.

The race for customer loyalty is on. And technology makes it easier than ever for your customers to do business with your competitors. Getting closer to your customers – learning their needs, understanding their preferences, and anticipating what they might need next – is the new business mandate, especially if you are a mid-sized organization with complex distribution requirements.

That's why Masterpack has developed the software and implementation services that allow you to offer the customer care, response and reliability you would like. The Masterpack Business Solution brings together all aspects of

your business – from order entry and financials to warehousing and support – and links them to one another and to your customers. This helps you build the loyalty of existing customers, and makes it easier to attract new ones.

We call it **Enterprise-Deep Customer Care**. You'll call it a competitive advantage. Your competition may call it unfair.

To find out more, call us at one of the numbers on the back, or visit www.masterpack.com. And start delivering the exceptional care your customers expect... and your business deserves.



MASTERPACK
INTERNATIONAL

Left side of spread that is more legible

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Do It Is Ours.


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advantage


Microsoft Margaret Emmet from Dell

We have a special energy...
and you...
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Some companies can boost profits by 100 percent by retaining just 5 percent more of their customers. *Harvard Business Review*

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