



MASTERPACK  
INTERNATIONAL

# SYSTEM OVERVIEW

## Masterpack provides, implements and maintains Enterprise-Deep,<sup>™</sup>

**Customer-Centric information systems for companies who seek to differentiate themselves through exceptional customer care.**

By encouraging a continuous business relationship with your existing customers, and making it easier for them to acquire, use or replace a product, you can increase both revenue and customer loyalty.

Masterpack Business Solutions link the "selling chain" front-office business processes, including prospect identification, sales, support and service to the "supply chain" back-office systems like distribution and accounting. In other words, all aspects of your business – order processing, accounting, inventory, distribution, sales, marketing, service and support – communicate with each other on a second-to-second basis.

### Comprehensive business solution

The Masterpack Business Solution is comprised of over 20 fully integrated business applications in the major areas of distribution, financial, service and operations, telemarketing and warehouse management, plus integrated workflow and data warehousing capabilities.

Each module incorporates "Better Business Practices" that can add significant value to an enterprise in areas such as financial and accounting procedures, sales/order entry, purchasing, inventory management, pricing, telemarketing, electronic commerce, data analysis, event tracking reporting, demand forecasting and more.

### Cost-effective delivery

Masterpack Business Solutions can be implemented quickly and cost effectively.

Clients have been up and running in as little as 12 weeks, at a cost that simply can't be matched by other vendors.

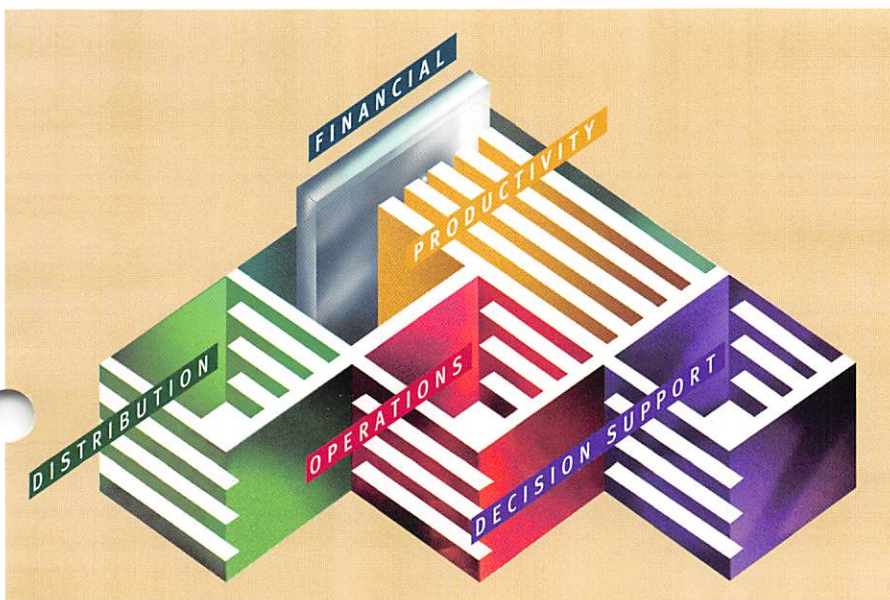
### Advanced technology platform

Masterpack's underlying technological platform offers performance, flexibility and a long-term development strategy.

- Masterpack offers a choice of nested multi-dimensional relational application servers to deliver flexible, scalable transactional systems that allow for multi-valued fields, variable record lengths and easy reporting and inquiries.
- Masterpack is written in the object-oriented System Builder (SB+) application development environment and is interoperable with traditional relational databases (e.g. Oracle, Informix, Sybase) via ODBC, SQL and OLE2.
- Masterpack can run simultaneously in the Windows 95 GUI environment and character based environment, which allows you to amortize your investment in dumb terminals or use them for high-volume transactional processing.
- Masterpack's integrated data warehousing engine provides for cost-effective, omnidirectional data analysis throughout the system.

### System-wide integration

Masterpack's tight integration between applications allows you to integrate documents generated by other Masterpack applications or another file or imaging system into any or all of the Masterpack applications.



## Hardware compatibility and vendor independence

You can choose from among multiple vendors and run applications on a wide range of open-systems computers.

- Hardware platforms:
  - Data General AViiON
  - IBM RS6000
  - HP 9000
  - DEC
  - NCR
- Operating systems:
  - AIX
  - HP UX
  - MS/Windows NT
  - SCO UNIX
  - DG UX

## Client services

Masterpack offers a full range of professional services including technical and product consulting, business modeling, implementation, custom programming, training, education workshops and 24-hour help desk support.

## Key system features

- System-wide consistency** – you can shorten training times and increase efficiency since all input routines and commands are consistent throughout Masterpack.
- Point-to-point navigation** – you can navigate throughout the system, across screens and modules without interrupting tasks with the object oriented processes.
- System security** – you have numerous security features and can allocate user access to a specific level of information through the hierarchical security system.

**Fax integration** – you have automatic interface to fax packages such as VSIFax and OSFAX with the integration capabilities.

**Global notepad** – you can attach notes at any point within the Masterpack system with single key stroke accessibility. You can also classify and search for notes by topic.

**Custom menus** – you can create personalized menus with user-defined paths or codes to commonly used features. System administrators can control security access for users.

**Multi-user** – you can have an unlimited number of users, from single-user installations to companies with hundreds of operator terminals.

**Multi-currency** – you can handle transactions, inquiries and reports in any selected currency, local or foreign.

**Drill-down inquiries** – you can move from a top level inquiry down to an individual transaction anywhere in the system.

**System integration** – you have a high level of system integration, offering optional interface between all modules and automatic interface functions.

**Help facility** – you can get help on a topical level in reference to a general area or on a line level in reference to a specific transaction or field.

**Additional Data Extension (ADX)** – you have powerful capabilities which allow the addition of user-defined fields and tables without program modification.



**MASTERPACK INTERNATIONAL**

To learn more about how Masterpack Business Solutions have helped other companies become more productive and profitable, or to get more detailed information about our Enterprise-Deep applications, just call us at

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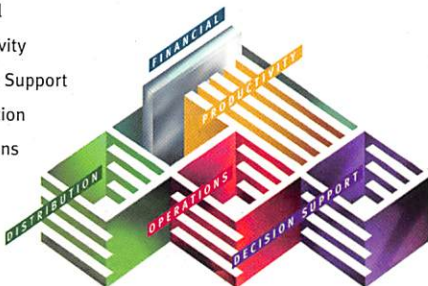
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## MASTERPACK BUSINESS SOLUTIONS

### MASTERPACK BUSINESS SOLUTIONS

- Financial
- Productivity
- Decision Support
- Distribution
- Operations



Masterpack Business Solutions are a suite of integrated applications that include Distribution, Financial, Operations and Productivity modules with integrated Data Warehousing, Decision Support and Electronic Commerce capabilities.

Masterpack International provides, implements and maintains Enterprise-Deep™ Customer-Cent information systems for companies who seek to differentiate themselves through exceptional customer care. Masterpack software systems are licensed to thousands of users, running in hundreds of sites worldwide, including the United States, Canada, United Kingdom, Australia, New Zealand, Switzerland, France, China, Philippines, Malaysia, Papua New Guinea, South Africa, Thailand, Singapore, Korea, Taiwan, India and Pakistan.