



# vSell™ Lead Management System

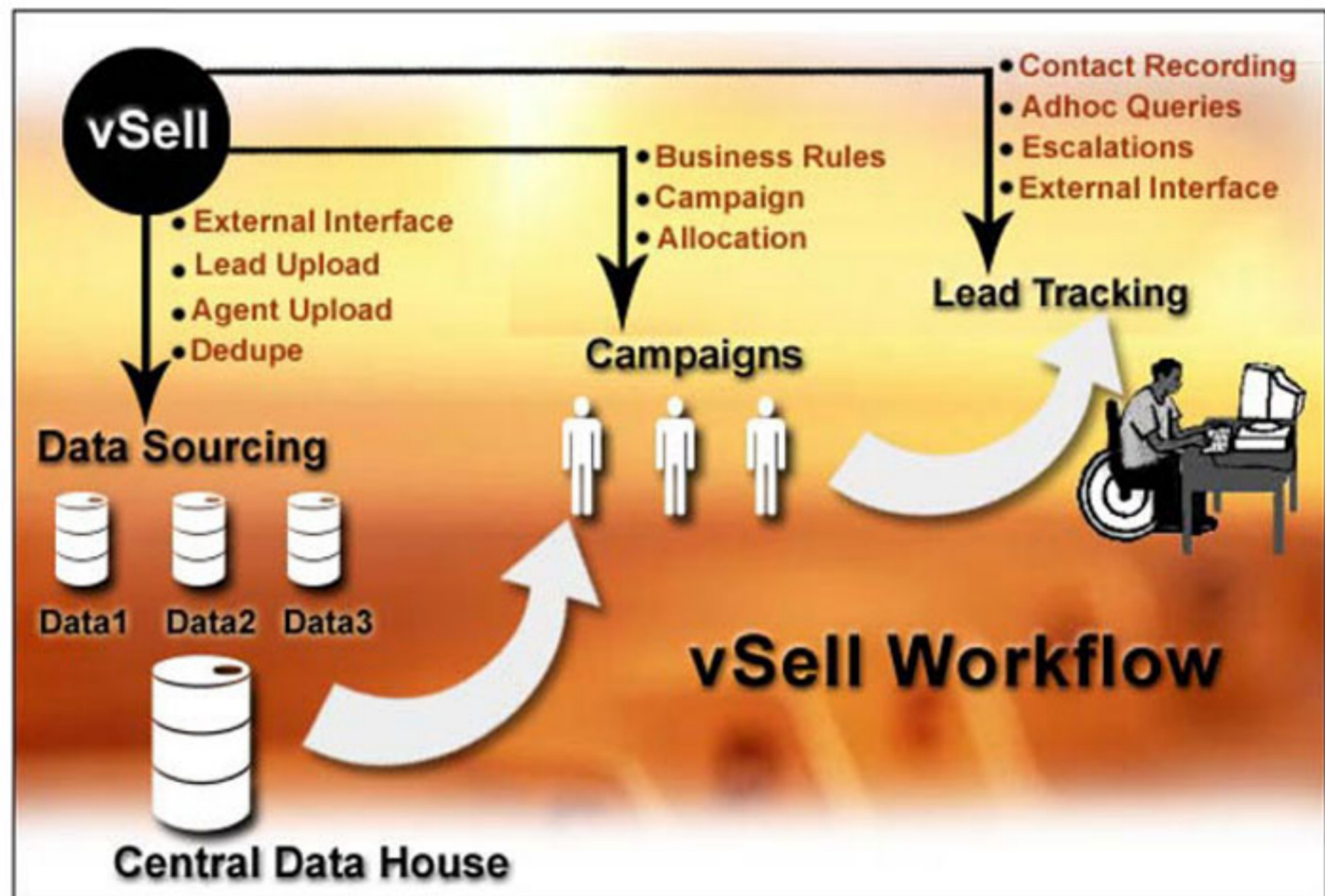
## Business Needs

Organizations face challenges to capture and manage voluminous data of potential customers. Today vast amount of lead data is available from multiple internal databases, files along with even more data from banks, financial institutions, customer goods companies. Beyond capturing such information there are not many effective systems to allow complete work flow of lead, campaigns.

## Path Solution

We at Path understanding the needs of our customers provided a complete end-to-end solution "vSell" for Lead Management. vSell provides rich features to capture lead data in any format from any source and allows data mining based on complex business rules, subsequently used to create N Level of Campaigns/Sub campaigns. vSell also provides flexible and user-friendly mechanism for managing complete lifecycle of leads.

## vSell™ Architecture



## vSell Key Features

- Capture and consolidate leads into system by providing flexible data sourcing from multiple resources virtually in any format.
- Completely automatic and configurable process to compare new outsourced leads within new leads along with existing validated leads and mark as potential duplicate.
- To create up to N-Levels of sub campaigns, vSell allows for creating business rules and campaigns based on almost every data field being captured for leads.
- Complete Lead workflow management from lead sourcing, analysis, tracking, corrective actions and closing the leads.
- Provides powerful and complex dynamic queries to do data mining on Leads, Agents and Campaigns using complex filters.
- Effective campaign management to track the campaign ROI, no of leads closed, total revenue generated.
- Inbuilt escalation process to alert at various hierarchical levels for leads not processed as per business rules.
- Web Enabled System: A fully secured (SSO using Path's vAccess) web-based System allowing the information to be available on-line across different geographical locations.

The reliable  
& robust  
Lead  
Management  
System for  
Banking

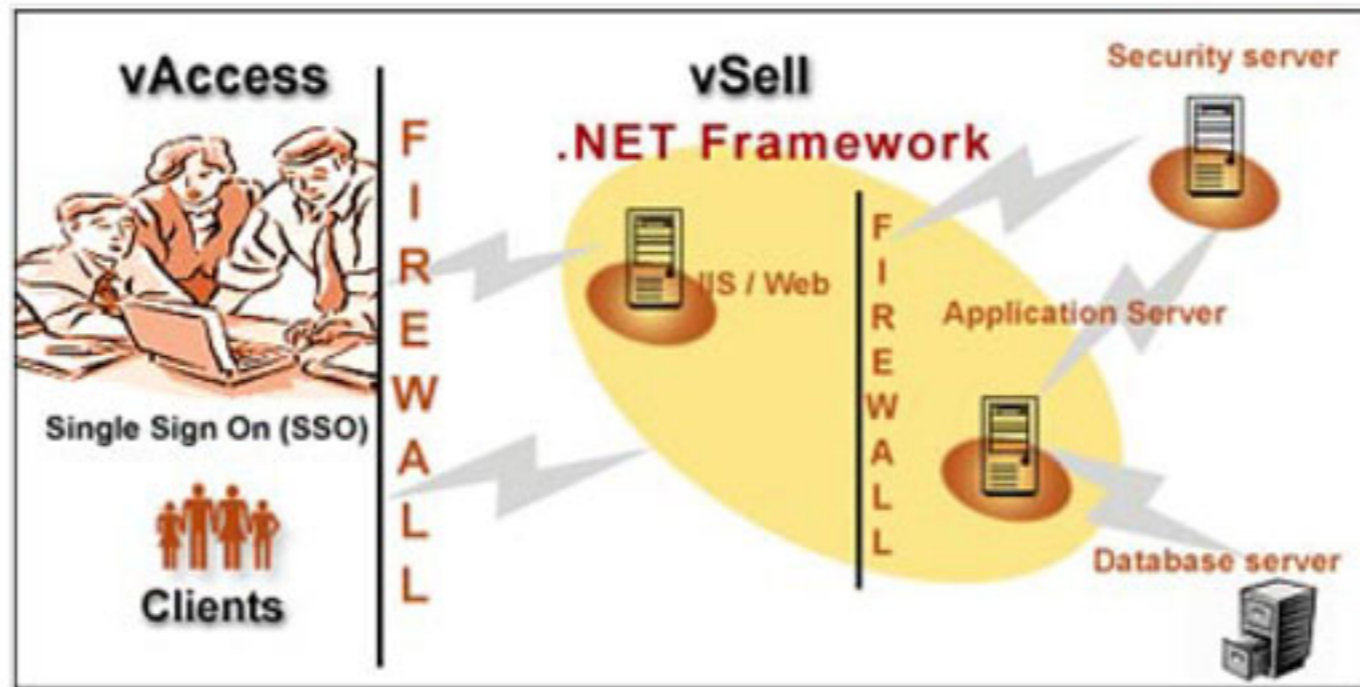
Financial Services  
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## Technology Architecture



### vSell Advantages

- Packed with organization configurable feature.
- vSell is open enough to allow certain customization to achieve highest level of integration and satisfaction.
- Developed using one of large Multinational companies needs.
- Out of box ready to use product.

### Technology Underneath

vSell is designed and developed in-house by Path, a Microsoft Certified Partner. Obvious choice was to use core skill of company and develop this product around Microsoft platform using some of their latest products. Other factors considered were inherent benefits of Microsoft products vast installed base, stable products and skilled resources availability.

#### 1) Deployment Architecture

- **Web Server:** Microsoft IIS Server capable to host Asp.Net web pages on Windows Server or Windows 2000.
- **Application Server:** Server that will host the Business logic. This could be a Windows Server or Windows 2000 computer; this server is Application Server hosting .Net Remoting Objects.
- **Database Server:** This could be a Windows Server or Windows 2000 computer with MS-SQL Server.
- **Client:** A computer that runs a web application. This could be any MS Windows 98 or later machine with Internet Explorer 5.5 or higher.

#### 2) Software

- VB.Net, ASP.net
- SQL Server D.B. Library
- .NET Framework
- Internet Explorer 5.5+

### Future Vision for vSell

- Integrating with PDA/SMS/E-mail to send leads to agent and alerting leads at important stages.
- Generate incentives for agents.
- Analyze trends drive increased conversion rates and more sales
- Integrate vSell with a dialer for outbound calling by tele-callers.
- Flexible calendar for agents to keep important dates and schedule important tasks

### Summary

vSell is a complete lead workflow and campaign management application. vSell designed and developed based on actual needs of our customers. Developed by Microsoft Certified Partner organization.

### Contact Information

Please contact our Sales and Marketing for detailed product information and demonstration.

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