

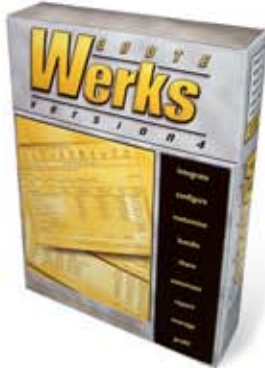
QuoteWerks™ 4.0

Out-of-the-box, integrated quoting software solution to bridge the gap between sales processes, automation and productivity



INTEGRATE ▪ CONFIGURE ▪ CUSTOMIZE ▪ BUNDLE ▪ SHARE ▪ REPORT ▪ MANAGE ▪ PROFIT

Press Sheet



Aspire Technologies - Executive Summary

Mission Statement

Aspire Technologies, Inc. is the leading developer of a sales quoting software solution that strategically addresses the pressing needs of the SME (Small to Medium Enterprise), providing a scalable, integrated and customizable solution that increases productivity to unmatched levels from a single-user environment all the way up to the enterprise environment.

Vision Statement

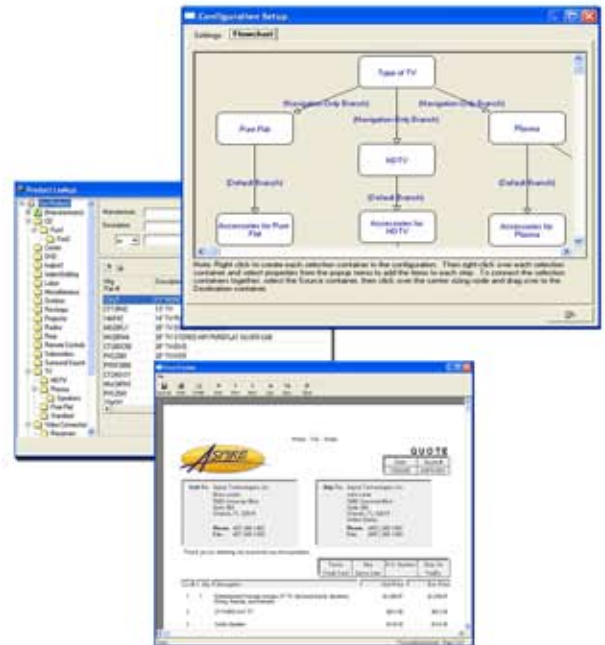
Behind Aspire Technologies, Inc. is the belief that software designed that is intuitive to the user, provides the user with exactly what they need and exactly when they need it, will ensure the success of the software in today's market. From this simple belief, QuoteWerks™, a sophisticated quoting software application, was created to promote sales efficiency and productivity for small to large organizations. Aspire Technologies, Inc. has focused on the development of a robust solution and has become a revolutionary product in its market space by offering a leading-edge quoting tool that integrates easily to contact management and CRM software such as ACT!, GoldMine, KnowTia, Maximizer, Outlook, salesforce.com, SalesLogix, and TeleMagic. With over 33,000 users of the QuoteWerks solution, Aspire has developed its software with an out-of-the-box unique niche of workgroup enabled tools that are easily scalable for use across any size business or industry.

Aspire Technologies, Inc. is a Customer Centric, Value-Driven and Innovative Leader in the quoting software industry; which continually strives to be forward thinking in its development of new features to address the specific needs of our customers. With this established foundation, we aspire to continue our success, as well as increase the momentum towards becoming the ONLY out-of-the box quoting software tool for the SME.

Integrated Quoting Solution for the SME

Market Positioning

QuoteWerks is positioned in the market between word processing/spreadsheet software; and low-end accounting software and high-end SAP and custom applications. At the low end, the market is using many different types of applications as a platform for price quote creation. Spreadsheet and word processing software such as Microsoft Excel and Word with their inherent flexibility are being used to create price quotes. Also used at the low end is entry level accounting software such as QuickBooks and Peachtree. The high-end solutions are either custom applications written specifically for customers, or are part of SAP, SFA, or groupware programs all of which require a large investment in both the initial cost and the ongoing maintenance and support.



QuoteWerks has built its positioning in the marketplace as a small to middle market leader by providing a line item based quoting solution that has the ease of use of spreadsheet software, with the feature set, power, and flexibility of high end custom solutions without the associated costs and complexities. The primary market strength of QuoteWerks is attributed to its ability to be a useful tool for any industry that has a need to create price quotes containing itemized products or services.

It is important to point out that the generation of price quotes can generally be divided into two markets: line item quoting software and proposal software. Proposal software typically generates a document with many pages describing the needs of a customer followed by an implementation plan and then a single non-itemized price at the bottom. QuoteWerks is designed for the market of selling itemized products or services.

QuoteWerks is designed for use world wide, and as such, QuoteWerks can create price quotes in both the local base currency and an alternate currency simultaneously, and can also price products based on foreign prices.

QuoteWerks is the global solution that bridges the gap between traditional spreadsheet/word processor approach to creating price quotes, and high-end custom and accounting software based solutions.

Quoting Software Genesis – How to choose an integrated solution

When spreadsheet software such as Lotus 123 and Microsoft® Excel® made its appearance in the late 80s, these spreadsheet packages became the tool of choice...for every task. Spreadsheet programs allowed you to track customer lists, product lists, just about anything you would need to create price quotes.

But, these spreadsheets were being used as simple static data repositories -- not price quote or customer management tools. Spreadsheets were unable to provide users and organizations with the ability to effectively provide price quotes to their customers and track the price quote through the entire life cycle from initially presenting the quote, to taking and then fulfilling the order. Instead users had to rely on an inefficient mix of day planners, notes, and/or memo pads to track all the relational details regarding the customer, the products quoted to the customer, and the pricing. This inefficient "system" was allowing many small yet important details to fall through the cracks resulting in lost sales and lost customers.

In addition, sales people were responsible for reporting back to their management and for communicating with accounting, customer service, and the rest of the organization about their sales accounts, but lacked a system that would help them with these tasks.

As time passed, technology improved. By the early 90s, a new category of products was developing: quoting software. These early quoting software applications combined very basic contact management, product list, and printing features into a single package.

The primary distinction between the early quoting applications was very primitive in their feature set and very narrowly focused on producing a simple price quote. They supported very few pricing models, were not very customizable, did not include management reporting, email features, connectivity features, relational database functionality, etc.

While functional, these early solutions did not offer the salesperson, the primary audience for quoting software technology, any distinct "sales tools" such as sales forecasting, profit projections, close ratios, etc. Most significantly, these applications focused only on the needs of a stand-alone user. These



products did not allow a team of salespeople to share critical customer, prospect, quote, and sales information.

With the emergence of networks and distributed environments (LANs/WANs) came the need for a true workgroup quoting software solution. Local area networks and the newly emerging high-speed modems provided the path along which information about customers and prospects would travel. But, there were no workgroup quoting applications available to leverage this growing communications infrastructure. Applications were still stand-alone by nature, even if they could be installed on a network.

At the same time, organizations were looking to streamline information processes and leverage customer communications.

Creating price quotes is the initial step towards making a sale. Yet, this necessary step can be tedious and time consuming; researching product, pricing, and details from multiple vendors. You may even need to create several different quotes for one specific client. And, after all the time used to create the perfect quote, the customer may decide not to place an order. Since the creation of price quotes requires an investment of time, and since not all quotes are converted into orders, it quickly becomes important for users to streamline the quoting process in order to realize a tremendous time savings.

Before QuoteWerks, users would have to use a spreadsheet or similar software to put together all the aspects of a quote such as part numbers, their cost, markup, the customers' price, the vendors they will purchase from, etc. Manually tracking all of these elements and performing calculations manually leaves much room for error, and wastes much of the users' valuable time. Plus, there was little or no consistency in the design of the quote that was delivered to your customers and prospects.

Shortcomings of spreadsheet / word processing software

When most business professionals are first asked to create a sales quote for a customer, naturally they use the tools that they are already familiar with such as a spreadsheet (like Microsoft® Excel®) or a word processor (like Microsoft® Word). Using a spreadsheet program or word processor program at first glance is a quick way to create a quote.

After they have been creating quotes on spreadsheets for a while, they quickly become aware of its shortcomings. Errors can very easily be introduced into the quote when using a spreadsheet to create quotes. All it takes is a user to change a totaling formula by accident, or move a cell in the spreadsheet, and now you have a calculation error, which may be difficult to pinpoint (that is assuming that you noticed the error). Using a spreadsheet, you do not have an easy way to lookup and add a product or service to the quote. Using a spreadsheet makes it difficult to give all of your quotes the same consistent look and feel. As the quote spans across pages, you will need to spend time cutting and pasting descriptions, and re-applying border lines, etc. Using a spreadsheet, you will need to manually keep track of a unique quote number sequence, and if you make a mistake, you will then have two quotes with the same quote number. This shortcoming is especially prominent in an office where there is more than one sales person creating quotes. Using a spreadsheet makes it impossible to do a search for an existing quote unless you know the quote number. Using a spreadsheet makes it impossible to generate a list of the quotes that you have done for any one customer. Using a spreadsheet makes it impossible to create reports based on all of the information in the quotes. For example, you have no way to report on how many quotes each salesperson is creating each month, how much potential income these quotes represent, how many of the quotes are getting converted to orders, how many of XYZ product are quoted, and how many have you sold, what prices has the XYZ product been sold for over the last 4 months, etc.



Shortcomings of Accounting Software

Quotes can be created in some accounting software packages. There are some shortcomings involved with using your accounting software to do your quoting. Most accounting software requires that the part numbers that you are quoting are already setup in your accounting software. This is a problem for several reasons. Whenever you need to quote a part that is not already in your accounting software you will need to create an entry for it including description, cost, price, GL accounts, etc. Then, you can add the part number to your quote. Not all quotes result in orders, so you will end up with a lot of part numbers in your accounting software that have never actually been sold. To make matters worse, many accounting packages do not allow you to delete items once they have been entered into the accounting software, so that part number that you have never used will be stuck in your accounting software forever. Also, who is going to create this part number in the accounting software? Are all the salespeople in the company going to have the security rights to add part numbers to your accounting software? Of course, you could have your accounting person add these part numbers for your salespeople every time they create a new quote, but that would be a tremendous waste of your accountant's time. Using accounting software to create quotes for larger offices that have many sales people, poses even more challenges. First, accounting software licenses are typically more expensive than quoting software licenses. Secondly, requiring sales reps to have access to your accounting software raises many security related issues. Your accounting software should only be used by the people who are well trained in accounting and the use of your accounting software. Not all accounting software packages can track commissions. Quoting software is more flexible in terms of customizing profit margin, pricing models, links to other software such as contact managers etc. Quoting software also includes much more flexibility in your ability to create reports to retrieve information about your quoting and ordering. QuoteWerks stores its data in an industry standard database format that you can use any software (including QuoteWerks) to retrieve information from, whereas accounting software usually stores their data in proprietary database formats that only the accounting software can read. If you have remote salesreps in the field, accounting software does not have the ability to let the salesrep create a quote on the accounting software installed on a laptop, and then send it back to the main office where it can be imported into the office installation of the accounting software.

An application must do more than just store data. It must provide a business and its users with a solution that delivers information on demand, that produces labor savings, and that improves customer service. QuoteWerks does just that.

Aspire Technologies, Inc. pioneered a solution to integrate a business' sales quoting needs with contact relationship management and accounting systems integration. QuoteWerks addressed individuals both within the business, as well as outside the business, allowing everyone to share quoting and customer information, sales forecasts/histories, etc.



QuoteWerks™ 4.0

QuoteWerks™ the Out-of-the-Box Integrated Quoting Solution with CRM/Contact Management Software for the SME

QuoteWerks™ revolutionary sales quoting software bridges the gap between sales processes, automation and productivity; and enables users to create professional price quotes for their customers using contact information retrieved from leading contact management and customer relationship management software such as ACT!, GoldMine, KnowTia, Maximizer, Outlook, salesforce.com, SalesLogix, and TeleMagic. The presentation of the quote can be customized, and emailed to customers with a simple click of a button; and once the quote becomes an order, the order can be exported to accounting software such as QuickBooks and Peachtree. QuoteWerks is network capable desktop software that runs on Microsoft Windows 95/98/Me/XP/NT/2000 as well offers a scalable link to data sources such as a SQL server environment with the Corporate version. QuoteWerks automates the entire sales process and provides all the information required during the process to the user in a logical and efficient manner. This enables the business to increase their productivity, efficiency, and customer service.

QuoteWerks is a powerful, flexible, and easy to use product that works in any industry saving you time and money. QuoteWerks™ is designed to meet and exceed the needs of sales people who create sales quotes as a regular part of their daily routine. QuoteWerks is a comprehensive sales quoting application that automates the sales process from beginning to end, offering a comprehensive feature set meets the needs of a single-user, and scales to the needs of hundreds of users in an enterprise environment. QuoteWerks is effective in most industries and the multi-purpose design makes it a valuable tool in most markets. Therefore, QuoteWerks™ usefulness is not limited to niche markets.

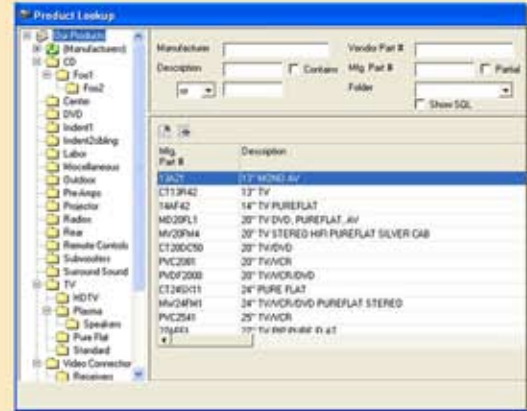
QuoteWerks is used by/for manufacturer reps, manufacturers, printers, medical equipment sales, office supplies sales, computer related sales, and many more industries/vertical markets. If you create quotes or orders that consist of line items and you would like to track your cost, profit, and customer price along with part numbers etc, QuoteWerks is the choice for you. Our comprehensiveness starts with the integration to many leading contact managers and CRM solutions. Right out of the box, QuoteWerks™ will leverage your existing list of customers and prospects. With this integration, you do not have to retrain your employees on some new contact list that is built into the new product. They can leverage the CRM/contact management software that they are already trained to use in the same way they are already using it, and then with QuoteWerks, build quoting capabilities on top of it. Feature-rich functionality that literally costs thousands of dollars with other quoting tools, are built into QuoteWerks, offering flexible customization options for the way you already do business.

When businesses use QuoteWerks, they turn what used to be a difficult and resource intensive task into a simple task that enables the businesses to provide top notch customer service and in the process generate more sales resulting from customer satisfaction.



Key Product Features & Benefits of QuoteWerks 4.0

- Link to Contact Managers
- Link to Product Database
- Real-Time Data
- Link to Accounting Software
- Share Quotes Between Offices
- Know Your Profit Margins
- Create Quotes, Invoices and Purchase Orders
- Customize Quote Layouts
- Get the Best Prices
- Bundle Your Products
- Email Your Quotes Configure Your Products
- Required Items Support
- Create Sales Reports
- Security Features
- Scalable
- Track Revisions
- Document Automation
- International Features
- Define Price Strategies
- See Product Price History
- Find Products Quickly



Qty	Days	Description	Cost	Unit Price	Multiplier	Unit Tax	Price Code	Unit List	Ext. Price	Vendor Part #
1		Entertainment Package includes 20" TV	\$1,200.00	\$1,200.00	N			\$1,200.00	\$1,200.00	
1		20" PURE FLAT TV	\$400.00	\$400.00	Y			\$710.00	\$112.00	30300COM
1		Center Speaker	\$93.00	\$93.00	Y			\$134.95	\$116.25	30827B
1		Removal Rear Speakers	\$200.00	\$200.00	Y			\$417.00	\$300.00	303027W
1		Component Video Cable	\$42.00	\$42.00	Y			\$110.40	\$110.00	30300646
1		Structural Heavy Series 300	\$123.21	\$123.21	Y			\$176.86	\$154.00	203643
1		STAND FOR 20" TV	\$123.00	\$123.00	Y			\$176.36	\$153.75	303003PK
		SubTotal							\$1,403.21	
		3 Year Service Contract (15% of sale)							\$210.54	
		SubTotal including Service							\$1,613.75	
1		1 CD Changer	\$111.23	\$111.23	Y			\$161.20	\$135.00	3030073
1		1 DVD Changer	\$796.00	\$796.00	Y			\$1,154.20	\$888.00	303005-D



The value-driven QuoteWerks solution is offered in three editions: Standard, Professional, and Corporate.

QuoteWerks Standard Edition

The Standard Edition of QuoteWerks is a great sales tool that is used by customers in almost every industry and is the base QuoteWerks package that includes the links to contact management software such as ACT!™, GoldMine®, KnowTia®, Maximizer, Outlook®, salesforce.com®, SalesLogix®, and TeleMagic®.

QuoteWerks Professional Edition

In addition to the features of the Standard Edition package, the Professional Edition adds the ability to link to a variety of external product data sources including any ODBC compliant data source (such as MS SQL, MS Access, Oracle, etc.), Tech Data®, Ingram Micro®, QuickBooks®, and salesforce.com®. Additionally, the Professional Edition includes the accounting links to QuickBooks®, Peachtree®, and the Open Export Module. This Edition also includes quote synchronization functionality.

QuoteWerks Corporate Edition

The Corporate Edition of QuoteWerks includes all the features of the Standard and Professional Editions and adds support for hosting the data on a Microsoft® SQL 7.0 or 2000 backend database. Additionally, the Corporate Edition includes the "Rollout" functionality that rolls out product and other non-quote related information to remote installations such as laptops. Corporate Edition pricing does not include Microsoft SQL Server licensing.

No matter what industry you are in or the size of your business, QuoteWerks offers a truly superior sales quoting tool that **bridges the gap between sales processes, automation and productivity**. QuoteWerks is the only scaleable out-of-the box quoting software, strategically developed to exceed the ever changing needs of the SME with its **Award Winning, Customer Centric** and **Value-Driven** solution!



"The way **quoting** should be..."

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Or visit our Press Kit section on our web site at:

<http://www.quotewerks.com/presskit/index.asp>