



Marketing Solutions, Information Technology and Consulting Services

EASY – Event Operations and Administration System

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**Empower your employees for Successful Execution of Customer Events!
Watch your Sales Grow along with your Customers!**

EASY is a suite of tools designed, and developed specifically for organizations executing marketing and training events on behalf of their customers. Events are generally logistics intensive projects which involve several risks such as cost and schedule over runs in addition to the lost opportunities to the end customers. With the globalized competition in the industry, event executioners are coming under increased pressure in terms of costs. Technology can be leveraged to address many of the critical issues in day to day operations such as sales, estimating, budgeting, project planning, resource allocation, and materials management as well as strategic operations.

EASY provides an easy approach for managing the business by addressing all critical areas. The tools can be used in total or customers can pick and choose various modules handling specific business functions.

EASY suite of tools is fully web based and hence no need to invest in hardware and technology. And no need to make big investment in software too. A simple subscription based service model is the preferred delivery model. And you don't need to commit yourself for long term. If you the business requirements increase or change in future, and if the service provider does not update the software, you can simply switch. Above all, there is no need for capital investment; only monthly subscription expenditure based on the number of users.

Most of the software developed in-house and expensive software procured from other parties end up with little or no use by your business users. The primary reasons are that these software are complex, difficult to understand by ordinary users, costly to train the staff and expensive to maintain them. EASY eliminates all these issues and your employees would adapt it with ease.

Who should use EASY

- Event Marketers / Organizers / Executioners / Logistics Providers
- Organizations organizing Training Events
- Advertising Agencies
- Marketing Service Providers
- Organizations conducting their own Events

Why use EASY

- Fast, reliable, easy process
- Provides full visibility to the Sales team, Management, Project team and the Customer team regarding sales, events, costs, inventory, project schedules, and milestones
- Accurate Project Estimates and Costing
- Optimizes Planning and Execution Processes
- Ensures Customer Satisfaction
- Increases Return on Marketing Investment (ROMI) for your Customers
- On-line, Real time Reporting for you and your Customers
- Obsolescence proofed, pay-as-you-use model

Business Functions

Module	Functions
Sales	Email Marketing / Campaign Management Opportunities / Lead Management Business Partners / Contacts Maintenance Sales Activities (Estimates / Quotes) Sales Forecast Sales Pipeline Analytics Sales Orders Analysis
Operations - Planning	Event Definitions Project Templates Resource Planning (Human Resources, Materials, Assets, Transportation) Project Scheduling Risk Management
Operations – Project Management	Schedule Tracking Resource Tracking Travel & Expenses Issue Tracking Billing / Invoicing Inputs
Operations – Sites & Services	Sites Knowledgebase (By Country / Metro Area / Site Type) Site Facilities Site Services Layouts / Directions / Notes
Operations – Warehouse Management	Asset Management: Receipts, Issues, Inventory, Maintenance Fleet / Vehicle Maintenance: Arrivals, Departures, Inventory, Parts, Service & Maintenance, Licensing & Regulatory Monitoring and Compliance Materials Management: Purchase Requests, Receipts, Issues, Damages / Write-offs, Inventory Maintenance
Human Resources	HR Database Maintenance Skill sets / Licenses / Training Resource Allocation Project Schedule Tracking
Sourcing	PO Requests Processing, Inventory Tracking Requirements Forecasting Subcontracting
Customer Portal	Project / Event Dashboard Project Schedule Tracking Project Activities Overview Exception Reporting Asset Inventory, Utilization and Status Materials (collaterals, wearable, etc.) Inventory Status
Interfaces	Interfaces to Financial System (Sales, Costing, Expenses, etc.)

Feature Details

Feature	Description
Easy to Use	Simple, intuitive User Interface and easy to follow processes. Extensive validations are incorporated in order to capture right and minimize error during the data entry by the user. Web 2. 0 and Ajax functions are leveraged to provide a rich functionality.
eLibrary	Serves as a Knowledgebase, Stores Electronic Documents, Manuals, Operating Procedures, Marketing Collaterals (such as literature, logos, images, advertisement copies, and banners), Company Events Information, News Updates, etc.
Message Center	Can be used as a secured email center. Helps share / send messages / business information. Attachments can also be stored and viewed.
Self Service	Helps to handle service tickets from Customers, Channel team, internal project teams and Employees. Can be used for Issue Tracking and Escalation Management.
Administration	Helps manage application Users, Employees, Profile Maintenance, Application screen (form) labels customization, language definition, etc. Roles and Security management functions are handled by this module providing total flexibility.
Data Interfaces	Definable / flexible data interface templates for importing external data such as leads, and sales info, and exporting data from the application to other systems or tools. Multiple formats (CSV, XLS, ASCII and XML) are supported.
Security	Each use sees what they need to and can be assigned to one or more roles. Roles are definable and new roles can be created whenever necessary.
Zip Code Locators	Reference databases for Zip Codes (for USA) and Postal Codes (Canada) are integrated into the application. This helps error free address entries with inbuilt validations and locator functions.
Downloadable Reports	All lists (such as leads, sales orders, events, customers, contacts, sites, services, assets, items, and activities)
Analytic Reports	Analytic reports provide drill down and slice & dice functionality. Key information reports are provided in graphical representation. Analytic Reports can also be downloaded to Adobe Acrobat, MS Word or Excel formats.
Multiple Languages	EASY application suite supports multiple languages such as Spanish, French, and German. Japanese and Chinese versions would be available in future.
Alert Modes	The system has multiple Alert Modes such as Email, Web (portal), and SMS (text messaging). Depending on the customers' requirements the preferred mode can be selected for a given functionality.

Summary of Features

- Fully web (browser) based, on-line system
- User friendly interface
- Definable, Role based menus
- Supports multiple companies / legal entities
- Supports multiple business areas
- Supports multiple languages, multiple currencies
- Supports multiple database systems
- Supports data inputs via on-line and off-line sources
- Provides multiple definable user roles and privileges
- Extensive, flexible work and process flow
- Configurable Report Data Contents
- Extensive Transactional / Operational Reporting
- Advanced Analytics / Metrics / History / Trend Reporting
- Graphical Presentation of Key Reports and Metrics
- Report data downloadable to Spreadsheets, MS Word, PDF files
- Optional Web Services / Enterprise Middleware Integration
- Can be used as standalone system by small and medium enterprises
- Available in on-demand (SaaS / hosted / Subscription based) or in-premise deployment (Licensing based) delivery models
- Support modes: Online / Internet self service, telephone, email and fax

About Anagha Group

Anagha Group provides a range services in Marketing, Sales, Operations and Customer Management and Service arenas. The portfolio of services includes strategic marketing, marketing research, and support services. Rebates programs administration, loyalty programs management, co-op programs execution, integrated marketing and fulfillment services are delivered to the customers using flawless delivery methodologies. Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability.

Several technology tools and customer centric solutions are offered in on-demand (Software as a Service or on-demand) or on-site models. These tools help handle day to day marketing related operations efficiently, measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools also provide valuable business intelligence reporting in marketing, sales, operations, administration, service and customer data management areas.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment, sales and operations business processes.

Anagha Group provides its services to a cross section of the industry, including consumer packaged goods, marketing services, retail, franchising, healthcare, life sciences, building materials, finance, mortgage processing, banking and insurance, property management, automotive and other manufacturing industries. For more information on services offered, please visit www.AnaghaGroup.Com.

The logo for Anagha Group features the company name in a blue, sans-serif font. The text is centered between two solid blue rectangular bars of equal length, one positioned above and one below the text.

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