



iEmerald

Product Information

iPhone App for your Sales Team



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iEmerald

The need of new innovative services for sophisticated and well informed customers on the one hand and the cost pressure on the other hand, is one of the main factors that affect the tourism industry today. This means, that especially your sales team must always be up to date and mobile at the same time.

iEmerald is the mobile connection between the CRM system Emerald and your sales staff. The application for the iPhone offers the perfect support for your sales team before, during and after the customer meeting.

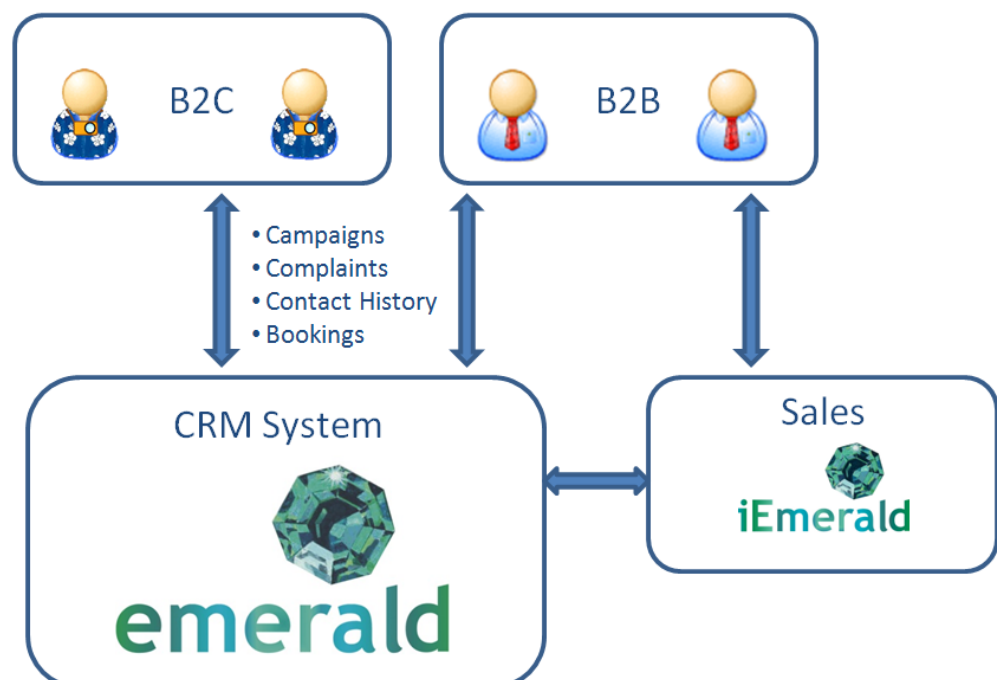
Your benefit:

- Targeting your sales activities to the future
- Mobile data management - all data are immediately available in the system
- Control of internal processes by the integrated activity management
- Distribution of tasks by the sales force "on the road"
- Increase of the sales potential because of the right information at the right time and the right place

Benefit for your staff:

- No elaborate printing of all customer information before the meeting
- Mobile navigation to the appointment
- The possibility for short term customer visits as all information are one site
- Entering of all information and notes right after the appointment and not later in the office
- "All in one hand" – a complete mobile office with phone, email, navigation and CRM

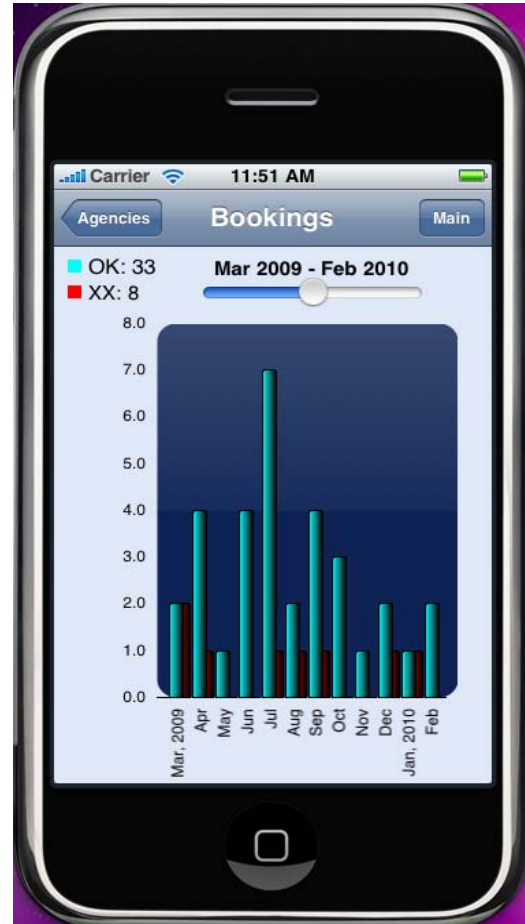
Get mobile!



Before the visit

Before the visit, the agency can be chosen by name, city or vicinity search. The salesmen have all relevant information like address details, characteristics and contacts with their contact details and characteristics at a glance. Additionally the salesmen are provided with information about the last visits and an actual overview about the turnover, bookings and travelled persons (pax) of the last year.



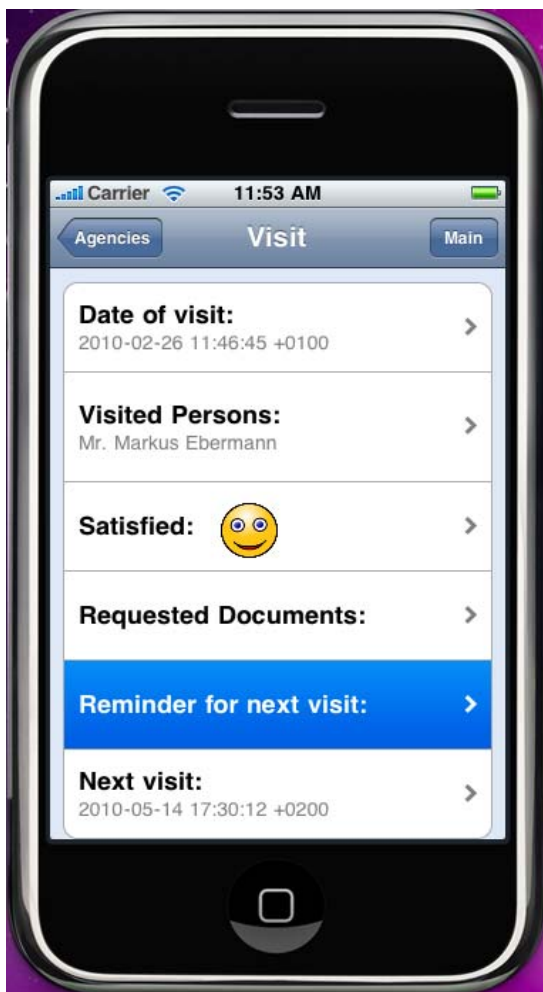


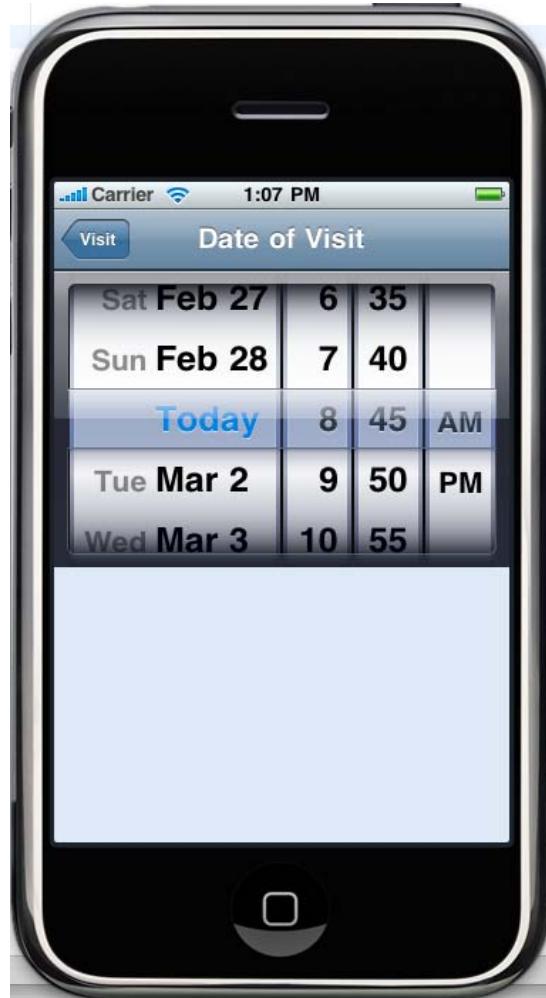
Your Benefit:

- Your customer at a glance
- Actual information direct before the appointment: turnover, bookings and even cross selling potential
- Perfect preparation of the meeting

After the visit

Now all notes and data regarding the visit can be entered and updated. Not only the date and time of the appointment will be stored, but also which contacts were visited and how successful the event was. It can also be noted which marketing material the customer requested. Finally, dates and reminders for the next visit can be entered. All information is transferred directly into Emerald, so they are also available for the internal employees and can be used for further processing. You will save extensive reports and their transfer into your CRM system.





Your Benefit:

- Direct recording of the meeting results in iEmerald
- Automatic transfer of the results to Emerald
- Save time and friction losses



emerald

Emerald

The Customer Relationship Management System for Tourism Companies

ISO has developed a tourism specific Customer Relationship Management system called ***Emerald***. The system was created as a result of interviews with our tourism customers concerning their requirements for a CRM solution.

Emerald covers all the needs of your daily business for delivering perfect service in all customer related areas. You can find more information on Emerald in a special brochure or on our website www.iso-emerald.com.

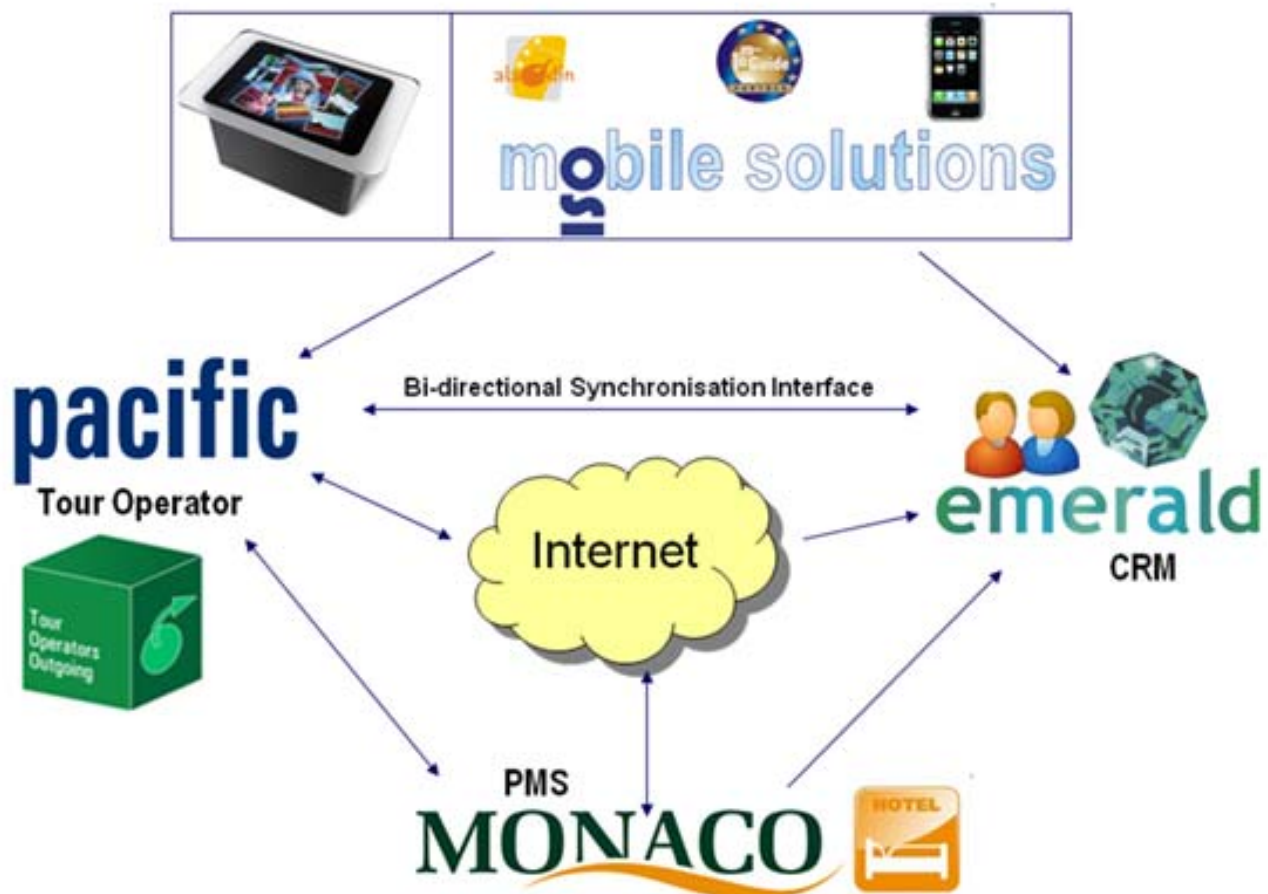


For more detailed information, please contact us.

ISO Travel Solutions – Tourism Solutions

Since 30 years, ISO has served as consulting service and software provider for tourism companies. Due to many years of relations with major international companies within the tourism market, we have extensive knowledge and necessary skills to build and optimize IT-landscapes of tourism companies worldwide.

Especially in these days it is imperative to have the right information at the right place at the right time. As central customer and transaction database, our customer relationship management system Emerald, offers you all customer-related information up to date. With the access by our mobile solutions you have a powerful combination for your sales.



We can send you more info about our references on request. As can be seen ISO has delivered many (large) projects successfully. All processes are carried out according to the guideline of an ISO 9001 certified quality management system.

ISO is an associate member of the German Travel Agents Association and sees itself as a qualified consultant on all IT matters affecting the various players in the tourism market.

We want to end this company introduction with a statement from one of our most recent customers. The project manager from the South-African tour operator “Sun International Dreams” has sent us the following lines after our project:

“I have never in my 24 year working career ever worked with a company that reflects such professionalism and client orientation.

You are a text book case of what good project management is and how important customers are to a business and I have worked for more than 20 companies and dealt with many more and simply put yours is the best.”

Charmaine Allen, Project Manager: SunIT

The solution portfolio of ISO Travel Solutions besides IEmerald:

pacific

New Web Based Software Solution Suite for Tour Operators

ocean

Classical Software Solution Suite for Outgoing Tour Operators

Canary

Software Solution Suite for Incoming Tour Operators


emerald

Customer Relationship Management-System for Tourism

MONACO

The pro-active hotel property management solution

mobile solutions

Mobile tourism solutions for destinations and tour operator

PILOT

The cockpit for manager of tourism companies

willow

GDS-Interfaces

mellow

B2B-Web access for agencies and tour operators

TRAVEL XML

XML-interface for web access

Contact

ISO Travel Solutions GmbH

Eichendorffstraße 29
90491 Nuremberg
Germany

Phone: +49 (0)911-99594-333
Fax: +49 (0)911-99594-580
info@isotravel.com
<http://www.isotravel.com>

Further departments of ISO:

ISO Software Systeme GmbH

Strahlenberger Str. 110
63067 Offenbach am Main
Germany

Phone: +49 (0)69-800710-0
Fax: +49 (0)69-800710-29

info@isotravel.com
<http://www.isotravel.com>

ISO Software Systems Inc.

390 Notre Dame Street West/ Suite 332
Montréal, QC, Canada H2Y1T9
Canada

Phone: +1 (0)514-787-1672
Fax: +1 (0)514-787-1675
info@iso-software-systems.ca
<http://www.iso-software-systems.ca>

ISO Software Systems Polska Sp. Zo.o

ul. Bialska 59/19
42-200 Czestochowa
Poland

Phone: +48 (0)34-3221378
Fax: +48 (0)34-3256930

info@iso-software-systems.pl
<http://www.iso-software-systems.pl>

ISO Travel Solutions Arabia

Dubai Internet City, Building No. 12
P.O. Box 502 774, Dubai,
United Arab Emirates

Phone: +971 (0)4-3754531

info@isotravel.com
<http://www.isotravel.com>