

# Exact Event Manager

**“By monitoring due dates and other business events, Event Manager helps ensure that we get cash in our pockets in a much more timely manner.”**

*—Ryan Fernandez, President & CEO, Boon, Inc.*

Internal demands and competitive pressures mean that no time can be wasted when reacting to circumstances that aren't a normal part of your day-to-day business. This is what Business Activity Monitoring (BAM) is all about—identifying and responding to situations that when unattended, can escalate into unmanageable problems.

## **Where there's smoke...**

Exact Event Manager™ from Exact Software™ proactively monitors your business data for changes, and alerts your staff, partners and customers early on, addressing critical issues before it is too late to respond. By knowing soon enough about problems that arise in your business, you can be alerted when inventory has fallen below safety levels, or if an order delivery date has been delayed, for example.

In addition to detecting changes, Exact Event Manager can also be used to monitor your business for non-changes, such as frequent buyers who haven't made recent purchases, or partners who haven't received communication from your company in the last 60 days. If orders or communications are not happening, you need to know why.

## **Get Critical Information to Those Who Need It Most**

Unlike simple alerting solutions that send out email reminders, Exact Event Manager's wizard-driven event designer allows you to quickly define event triggers, responses and message recipients without the need for programming or SQL query skills. With Exact Event Manager, you can push critical information to a Web portal, execute workflow to schedule follow-up activities, or create customized responses to important changes in your business.

## **Automated Report Creation and Distribution**

By automating and scheduling manual report generation activities, your business will recognize immediate ROI with Exact Event Manager. In addition to scheduling to-dos and follow-up appointments, aging accounts payable reports, automated thank you letters or monthly invoices can be distributed by email, ftp or fax, or be put onto a Web portal. Whatever method works best for your business, Exact Event Manager will save your company measurable time and money.



## **Exact Event Manager benefits:**

- Notify personnel at the moment critical business issues occur so that corrective action can be taken immediately...not days or weeks later
- Spot important or pending changes in your business which can affect customer relationships, such as expiring contracts or price increases
- Eliminate manual tasks and human error
- Pinpoint trends and issues in your business through analysis of exception information and patterns across multiple systems
- Trigger automatic corrections immediately when problems or changes occur with any department, project, event or customer activity
- Improve customer and partner satisfaction by providing self-service information via a Web browser

# Exact Event Manager

## Set Up Your Defense Systems Proactively

As your business grows and changes, Event Manager can grow with you. In addition to creating events to fit the critical needs of your organization, you can also leverage our pre-configured library of EventPaks® to quickly customize alerts to meet your specialized business needs.

Event Manager is rich with features that go beyond alert monitoring; it will align individual actions with priorities, trigger workflow processes, and update personnel and customer histories. Features of Event Manager include:

### ■ Wizard-driven event designer

When creating your alerts and events, no programming or SQL/HTML expertise is needed. Convenient wizard-driven technology walks you through the design and definition of events, triggers and follow-up actions.

### ■ Enterprise architecture based on secure Microsoft technology

Exact Event Manager leverages Microsoft SQL Server database technology, giving you the best scalability, speed and flexibility available today.

### ■ Industry standard integration

In keeping with industry-standard protocols, Event Manager supports Microsoft Outlook email, Lotus Notes Mail,

and Internet (SMTP) for alerts as well as monitoring of incoming email messages. Event Manager also includes integration with Microsoft Fax and browser-based alerts through Microsoft Internet Explorer.

### ■ Alert deliveries via standard communication protocols

As an alert recipient, you can receive information vital to your job through any combination of screen pop-ups, emails, SMS messaging, fax, Web browser, and forms/reports such as newsletters, invoices and picking lists in PDF, Word, Excel, HTML or other formats.

### ■ Email feedback functionality

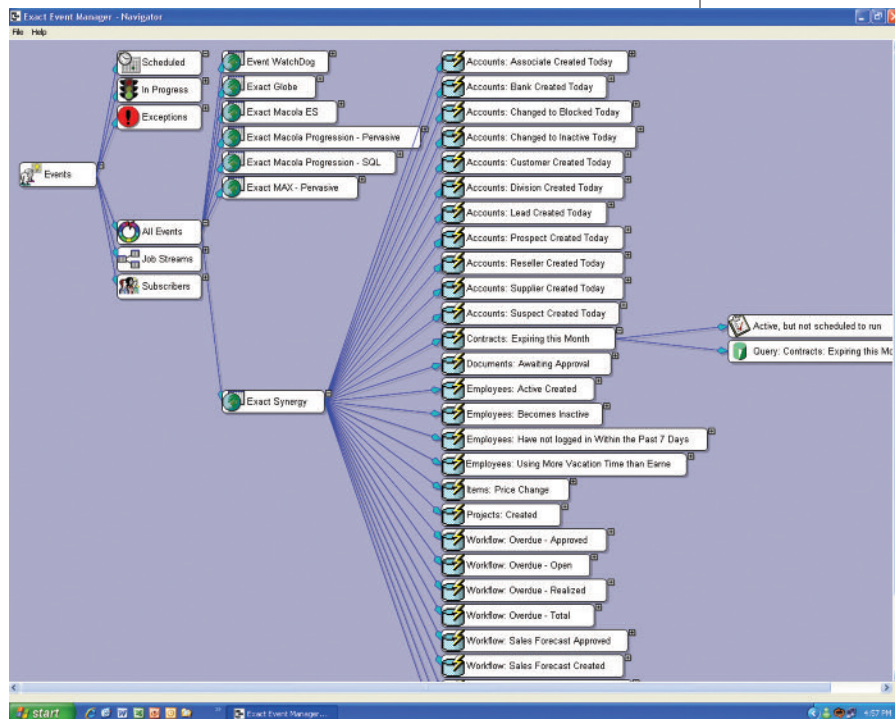
Event Manager can monitor incoming email and Website requests, update your contacts with email details, create accounts, leads and transactions based on content type, and schedule follow-ups.

### ■ Scheduled and triggered forms & report distribution

Activity, trend and forecast reports can be scheduled or triggered utilizing Crystal Reports in PDF format, and can be created and distributed via HTML pages, email, fax, or ftp.

### ■ Unlimited scheduling choices

There is a wealth of event-scheduling options, such as every “x” minutes/hours, specific times, days or months, or including/excluding holidays as needed.



Exact Event Manager runs on any number of office applications, including Exact Globe Enterprise™, Exact Synergy® and Exact Macola® ES, among others.

As your first line of defense and permanent watchdog, Exact Event Manager is a proactive participant in your organization's changing business, providing decision-makers with information that can immediately be put into action, so that your business is never left in the dark.

For more information about *Exact Event Manager*, contact your business partner or account representative today, or visit [www.exactamerica.com/eventmanager](http://www.exactamerica.com/eventmanager).