

AnalytX

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Oo

ObjectiveOutlook™

ObjectiveOutlook brings the power of the ObjectiveAssets Database to Microsoft Outlook

ObjectiveOutlook in a Nutshell

- Complete access to enterprise contacts, relationships and documents
- Complete access to pipeline deals and pipeline fundraising
- Integrated email marshaling to the shared enterprise database, directly from Outlook
- ObjectiveAssets (OA) listener service automatically marshals any email received, enabling you to handle emails on the road from your mobile device (Blackberry, etc).

ObjectiveOutlook Details

ObjectiveOutlook provides full two way synchronization between ObjectiveAssets (OA) and Microsoft (MS) Outlook. The new OA tool bar added to the Outlook page enables users to quickly sync contacts, mail, journals, tasks and appointments with ease.

Email

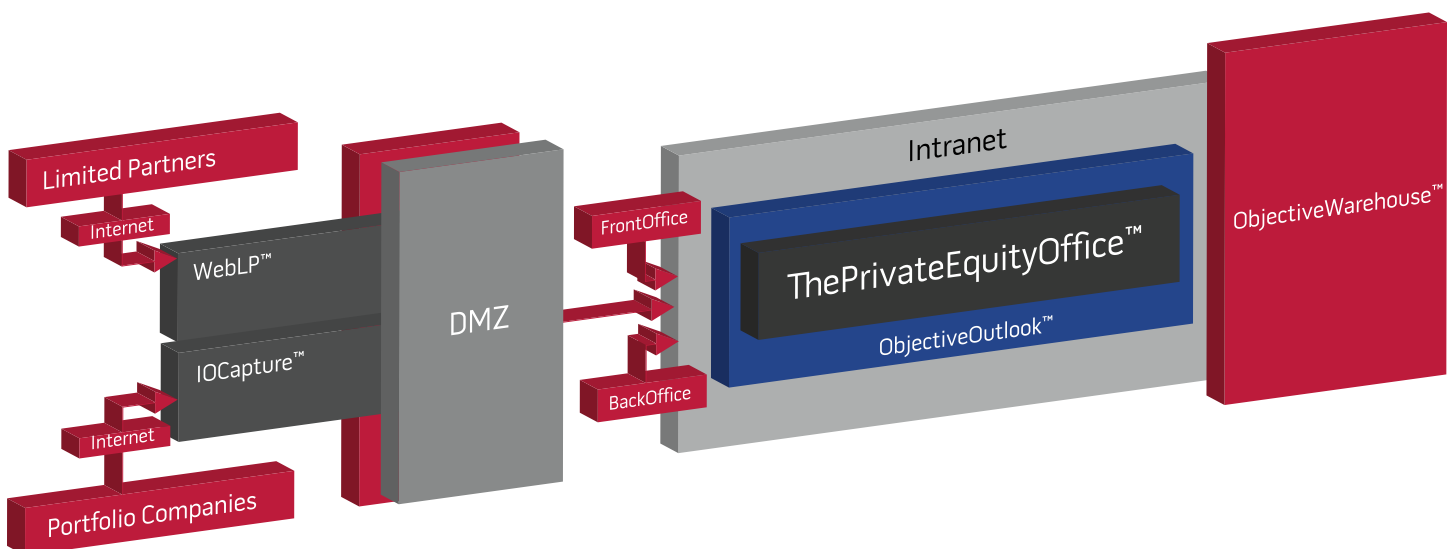
ObjectiveOutlook enables users to track emails directly from Outlook to OA, automatically affiliating it to all recipients and saving associated documents directly into the document management areas of OA. Emails sent to the listener service (i.e.: peoadmin@pefirm.com) are automatically marshalled to OA enabling users to collaborate while on the road.

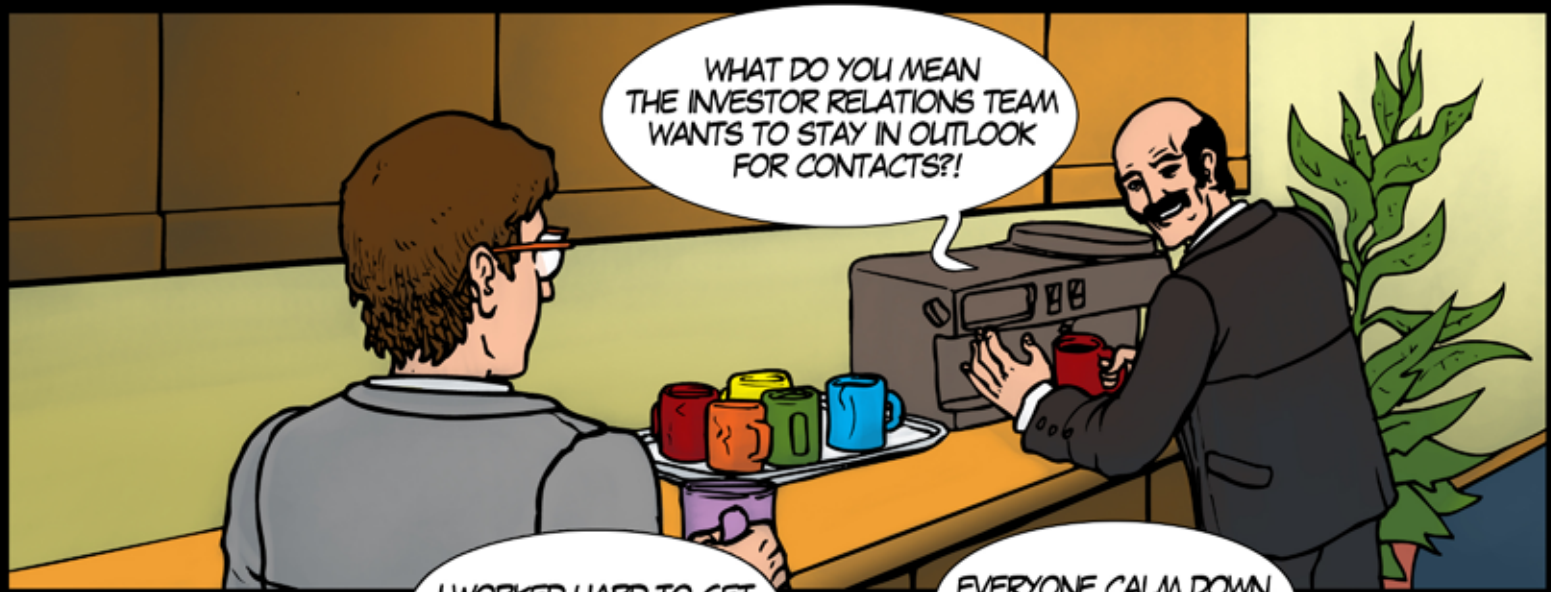
Management of Contact and Business Relationships

With ObjectiveOutlook, users can manage their contact and business relationships efficiently. In addition to creating new relationships, users can also see how the contacts relate to one another from a top-level standing and drill into relationships to apply changes or simply to review in more detail.

ObjectiveOutlook – Deal Opportunity and Fundraising Dashboards

In bringing together OA and MS Outlook, the user can review the prospective deals and fundraising dashboards as well as manage and update deals and contacts.





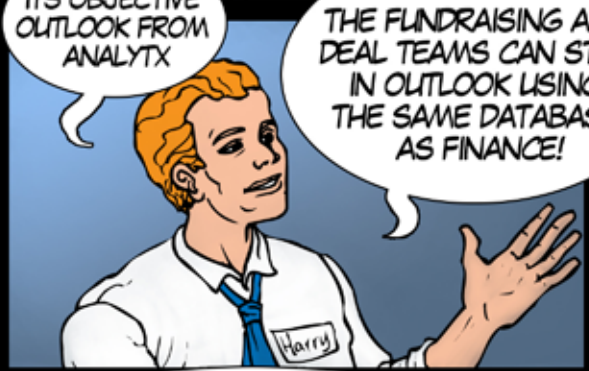
WHAT DO YOU MEAN THE INVESTOR RELATIONS TEAM WANTS TO STAY IN OUTLOOK FOR CONTACTS?!



I WORKED HARD TO GET ONE CENTRAL POINT FOR INVESTOR CONTACTS IN ONE DATABASE!

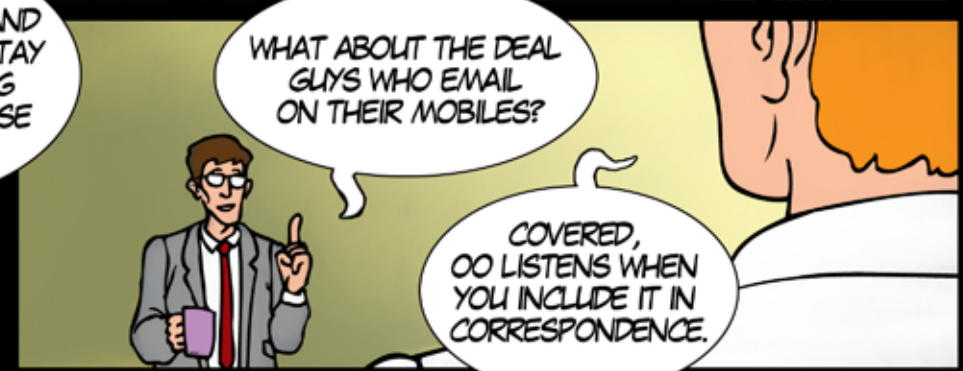


EVERYONE CALM DOWN, WE HAVE AN ANSWER



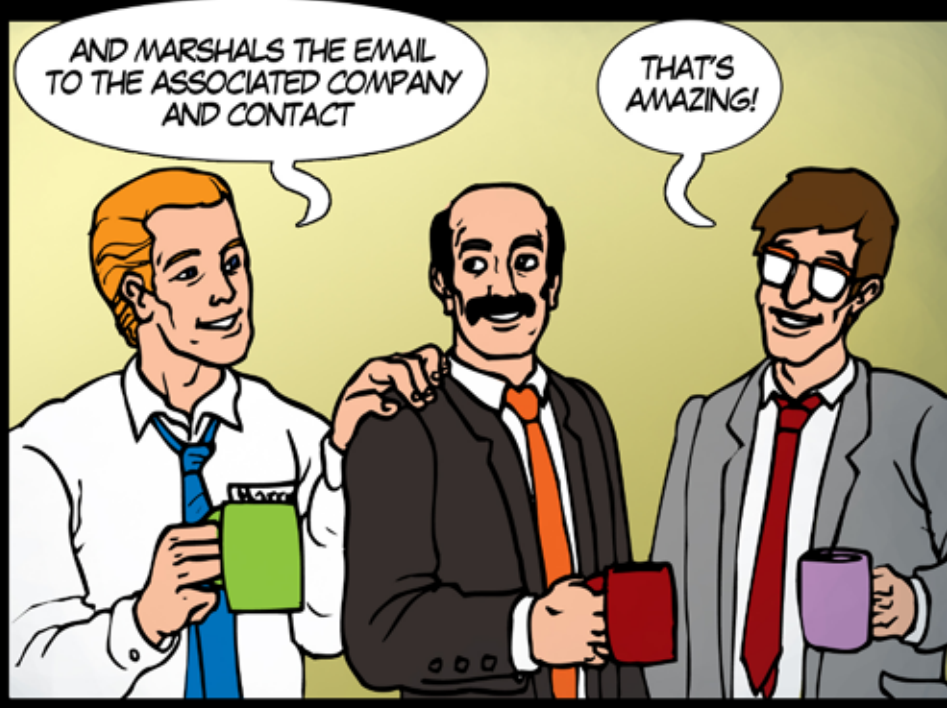
ITS OBJECTIVE OUTLOOK FROM ANALYTX

THE FUNDRAISING AND DEAL TEAMS CAN STAY IN OUTLOOK USING THE SAME DATABASE AS FINANCE!



WHAT ABOUT THE DEAL GUYS WHO EMAIL ON THEIR MOBILES?

COVERED, OO LISTENS WHEN YOU INCLUDE IT IN CORRESPONDENCE.



AND MARSHALS THE EMAIL TO THE ASSOCIATED COMPANY AND CONTACT

THAT'S AMAZING!





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