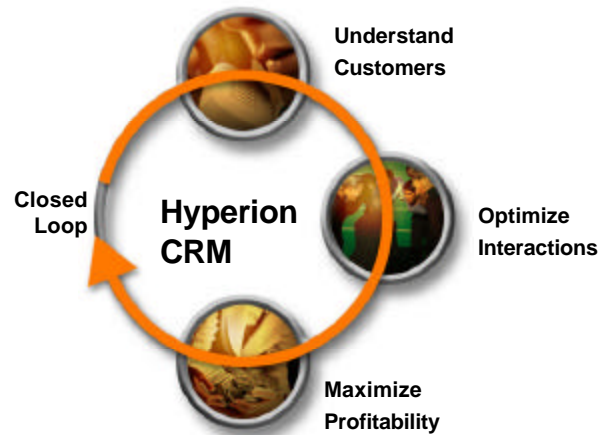




HYPERION CRM

AT A GLANCE

Hyperion CRM -enables companies to understand customers, optimize interactions and maximize profitability. Hyperion CRM is a web-based integrated suite of packaged analytic applications, which provide a broad array of analytic capabilities for optimizing customer relationships across the enterprise. To maximize customer profitability and optimize multi-customer data through a common analytic foundation-- combining internal and external customer data and leveraging companies' investment in e-commerce, marketing automation, front office, ERP and telephony systems.



Hyperion CRM is based on a web-based, cross-platform analytic foundation, which leverages the performance, scalability and unparalleled analytics of Hyperion Essbase OLAP Server and Hyperion Wired for OLAP. Deployable over intranets, extranets and the Internet, solutions can easily link companies with their customers and be deployed enterprise-wide. The interactive graphical user interface supports 32-bit Windows clients, Java-enabled web browsers and HTML thin clients.

CRM, marketing automation, and e-commerce transaction systems are focused on the efficient collection, storage and integration of business information which enables customer facing knowledge workers to be as productive as possible. Hyperion CRM complements operational CRM systems with twelve packaged analytic applications and accelerates customer-based business intelligence throughout the enterprise by combining business process support, best practice metrics, performance management models and analytical views.

The web-based packaged analytic applications in Hyperion CRM include:

- **Hyperion Customer Interaction Center:** enables companies to analyze customer interaction data from across the enterprise to identify trends, improve customer satisfaction, plan resource utilization, customize customer service offerings and compare performance to peer groups and competitors.
- **Hyperion Product Quality:** helps organizations analyze product configuration and quality assurance to drive customer-driven product development and measure effectiveness of quality assurance programs.
- **Hyperion Field Services:** enables companies to analyze field services operations to maximize utilization levels, measure workforce readiness and manage project profitability.
- **Hyperion Customer Profitability:** empowers organizations to analyze business drivers and optimize customer profitability by understanding complex relationships of product mix, marketing programs, distribution models, service offerings and pricing on bottom line results.



- **Hyperion Sales Forecasting:** provides the ability to analyze historical trends, develop statistically based forecasting models and improve forecast accuracy of high consumption goods and services.
- **Hyperion Sales Analysis:** enables companies to analyze regional productivity, measure channel effectiveness and understand regional buying patterns.
- **Hyperion Campaign Management:** helps organizations analyze response rates, compare campaign and channel effectiveness, adjust execution plans and understand customer acquisition costs.
- **Hyperion Customer Segmentation:** provides powerful analytics to segment customers, identify cross-sell and upsell opportunities and maximize marketing resources.
- **Hyperion Bookings, Billings, and Backlogs:** enables companies to analyze bookings, billings and backlogs, as well as combine sales and finance information for identifying trends.
- **Hyperion e-Marketing Analysis:** empowers organizations to analyze the effectiveness of on-line marketing activities, including on-line advertising, electronic mail, affiliate networks, and search engines.
- **Hyperion Web Site Analysis:** provides analytics to identify patterns of Web site visitors and analyze competitor behavior across company Web sites.
- **Hyperion e-Commerce Analysis:** enables organizations to analyze on-line profitability, maximize cross-selling effectiveness, and reduce on-line shopping cart abandonment.

Key Differentiators
<ul style="list-style-type: none"> • Open, cross platform analytic solutions • Enterprise-wide deployment via intranets, extranets and the Internet • Integration with leading e-commerce, marketing automation, front office, ERP and telephony systems • Market leading enterprise OLAP technology • Relationships with over 6000 companies worldwide • Network of global alliances including over 300 systems integration firms and 60 application providers • Global customer service with 7 x 24 support

To accelerate its entrance into the rapidly growing CRM market, Hyperion announces:

- The acquisition of **KPI Technologies, Inc.**, a market leading CRM analytic application company and Hyperion alliance partner. With extensive domain expertise in CRM analytics, KPI has developed a suite of packaged analytic applications, which leverage Hyperion's analytic platform including Hyperion Essbase OLAP Server and Hyperion Wired for OLAP.
- A new partnership with **Recognition Systems Group, Inc.**, a worldwide leader in enterprise marketing automation and delivers personalized marketing messages across all channels, including the Web, call centers, direct sales, and traditional direct marketing communications. The partnership gives Hyperion and Recognition Systems' customers the ability to "close the loop" between strategic CRM analytics and the delivery of personalized marketing messages across all channels.
- Expanded relationship with **Braun Consulting Inc.**, a leading e-commerce and CRM professional services provider and specializing in the integration of e-business, campaign

For more information on Hyperion CRM
 contact Hyperion at 1-800-286-8000 or
 visit our web site at <http://www.hyperion.com/crm>



management, sales force automation, and customer interaction centers. Braun, with a proven track record for successfully implementing Hyperion's analytic application software, will add Hyperion CRM to its CRM technology portfolio.

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