

Charting

Understanding the teams that generate, convert, and deliver, profitable sales opportunities



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“Improve your Outlook®”

NUMBER 7

Venture Capital for ContactTree Licensee Joint Venture with De Montfort University

Data Perspective Limited is a joint venture between ContactTree and De Montfort University, developing sophisticated contact management solutions for Enterprise, based on ContactTree technology. This supports ContactTree’s Market Prospecting paradigm, and uses DMU technology in Fuzzy User Profiling to automate the management of subjective content in sales team environments.



Bob John, CEO of DPL, who is the Professor of Computational Intelligence at DMU, said “we recognised that there was strong synergy between ContactTree technology and

what we are doing here in personalisation and search. Combining the two threads strengthened our

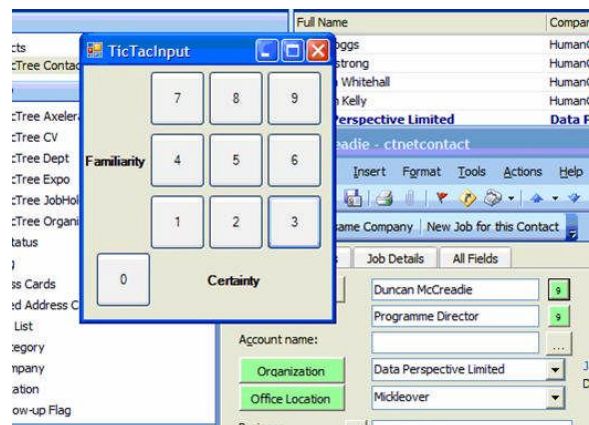
proposition when talking to investors, and we are delighted that this investment is going to allow us to develop and offer some truly unique solutions in Contact Management.

With ContactTree’s current and new products we can already start to make a serious difference to our clients’ sales and prospecting processes. Our Global Contact Manager will automate the handling of multiple contact databases, previously done laboriously through the Exchange Global Address List using our sophisticated personalisation processes and Fuzzy Mathematics.

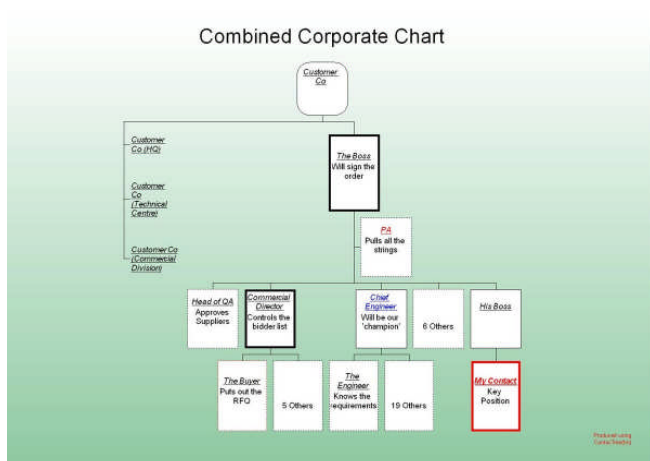
While ContactTree will continue to offer Personal and Small Business versions through its web-site, DPL will be undertaking full-service implementation and support for more demanding users.”

Launch of ContactTree Personal™ V2 covered by US Patent Applications Capture subjective contact data within Outlook

Outlook® is one of the world’s most ubiquitous applications, open on most work desks all day, but not perfect as a contact manager for business. This new .NET CTP2 Outlook add-in from ContactTree not only organises your contacts within customer organisations, but it now allows you to capture your subjective views about how relevant each record is, and how close the relationship. This is provided by the unique TickTac™ scoring box .



Subjective scoring actually encodes ContacTree's popular OrgChart output, so that you can differentiate between



different types of contact. This is extremely useful in the single-user situation, but in a team environment it becomes an absolutely invaluable feature by allowing the views of different members of your team to be

combined in a comprehensible manner, and without losing the personal views.

Record Combination using these unique and patented processes will be available in new SharePoint products for small business being launched later this year. Enterprise versions, using Fuzzy Mathematics to handle the larger applications, will be delivered by our partner Data Perspective Limited.

Fragmentary Data is what you usually have to work with, so ContacTree's unique Axelerator™ module is retained, to enable you to enter key headline information with the minimum of effort, and then go back and develop the record as you learn more. Auto-completion functions and email prediction make Axelerator a key element in simplifying Contact management.

ContactTree's easy-input Axelerator™ form

Full Name	Organization	Email	Job Title	Reports To	Telephone	Reference
My Contact	Customer Co	My.Contact@customer.co.uk	Key Position	His Boss	0123 456 789	John Doe

Record Combination Processes Research under UK Government GRD Grant

ContactTree record combination processes have been developed with support from the UK Government Department of Trade & Industry (DTI), administered by East Midlands Development Agency (EMDA). Look for news about the up-coming launch of our Small Business multi-user product.

No other contact management system offers these unique customer-centric record sharing and combination features; and you get it all within the familiar Microsoft Outlook® – so there's not even a new user-interface to learn!



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