

# BENCHMARK

## Product Overview

**Product Name: BENCHMARK**

Benchmark Business Services Automation (BBSA) software helps organizations dramatically increase profits by better managing critical business functions and identifying, measuring and improving upon the key metrics that drive profitability. It provides comprehensive accounting and business management reporting functions in a single, integrated, Internet-based system.

**Description:**

The system provides continuous business improvement with one unified, real-time view of all critical business data to enhance business insight and sharpen competitive edge. The system offers unlimited flexibility to structure and transform business information management at no additional IT expense.

Benchmark applications offer a broad base of functionality to streamline business processes and increase organizational efficiency. The Company has partnered with Oracle to embed its Small Business Suite of on-line accounting software into the Benchmark data management system.

**Model:** Application Service Provider (ASP)

**Benefits:**

- Improve profitability
- Reduce administrative costs
- Continuous process control
- Real-time data access 24 x 7
- Eliminate all in-house IT requirements and expense
- Improve management / employee productivity

**Features:**

- Industry standard and user-defined reporting
- Protected access at individual user level
- Electronic interface for all appropriate inputs
- Service bureau option for manual tasking
- Pre- and post-edit capability
- High-speed data transmission
- Interface to third-party service providers (CPAs, vendors, payroll, banking, etc.)
- Historical data capture
- Runs on any computer or wireless device with Internet access

**Delivery:** Browser-based encrypted private Intranet

**Target Audience:** Small businesses with limited operational and administrative resources.

**Initial Target:** Multi-unit Retail

**ROAMS™:** Remote On-line Account Management integrates all client hardware, paper and electronic source documents into the Benchmark system.

The following core accounting services are provided:

- General Ledger
- Accounts Payable
- Accounts Receivable
- All customary financial reports

**Industry-Specific Service Features:**

For the retail industry, the following journals are supported:

- Sales (POS)
- Payroll
- Purchasing
- Inventory
- Human Resources
- Tax

For the retail industry, the following services and analysis are supported:

- Key Items management
- Marketing / CRM management
- The Manager Toolkit
- Counter-IntelligenceSM
- Employee education and training
- Financial Modeling
- Operational manuals and procedures
- Performance, Trend and Variance Analysis
- Compliance
- Affinity programs

**Communications:** Benchmark supports a private communications channel as follows:

- Individual, group and broadcast email services
- Operations manuals
- Policies and procedures
- Interactive multimedia

**Price Structure:** Modular

- ROAMS™
- Supported Journals
- Other Services
- Communications
- Transaction / volume-based
- Service Bureau tasking