








# CLS

Professional Service Firms • Associations • Media

## Custom Business Solutions

-  Powerful Sales Performance Management (SPM)
-  Robust Customer Relationship Management (CRM)
-  Easy-to-use, functional email marketing
-  Flexible Content Management System (CMS)
-  Realtime, customizable reporting
-  Centralized database management
-  Project management

[www.CoolLifeSystems.com](http://www.CoolLifeSystems.com)  
Call toll free: 800.988.8850

## Today's Business Challenge

A significant challenge facing business leaders in the "New Age Computing Era" is dealing with the enormous volumes of data available to them. There is too much data, in too many formats, being accessed by too many people. New information circulates every time a sale is made, a marketing campaign is launched, and a customer is lost. When there is no source to manage it, all of this critical data gets lost in translation.

With the ever-present focus on the consumer, data integrity must be a high priority. The integrity of your database should never be questioned. Poor data quality negatively impacts business growth; it is critical to a company's marketing and sales efforts, and consumers need to be assured that their personal information is secure. To make effective use of critical data, business leaders need to manage daily operations, from sales to marketing and beyond, with one powerful and united business suite.

What is the solution? Transform your unmanaged, yet critical data into an effective database that empowers employees, maximizes your Return on Investment (ROI), and assures customer loyalty, with CLS 3.0.

## CLS 3.0

CLS 3.0 from Cool Life Systems is a Comprehensive Business eSuite, built on a world-class infrastructure and delivered via the Internet. Through a powerful web-based platform, it encompasses a powerful SPM (Sales Performance Management), robust CRM (Customer Relationship Management), comprehensive eMarketing, dynamic reporting, focused sales and marketing, customized integration, a central repository, an optimized website, and more, with On Demand availability.

CLS 3.0 streamlines the constant flow of information that circulates in and out of a company. How does it work? Unmanaged data is essentially transformed into business intelligence and integrated into a customer-centric application. This application (CLS 3.0) is then accessible by the user through any web browser.

By coupling decades of relevant software development experience with customer facing experiences, Cool Life Systems understands the need for a comprehensively integrated product at an affordable cost. CLS 3.0 provides companies with the resources they need to succeed.

## Experience the CLS Difference

- Streamline your entire company with a single solution
- Align your employees, departments, business processes, and offices for uniform communication and enhanced productivity
- Automate your business processes with our data synchronization
- Control your IT infrastructure with our customizable solution
- Deliver more results quicker with our user-friendly interface and Real Time dashboards
- Attract consumers to your company with an elite website presence
- Relieve your company from relentless customer service inquiries with Sales Performance Management (SPM) features
- Reduce your IT expenses using our Software-as-a-Service solution that is hosted at Cool Life Systems
- And maximize your Return on Investment (ROI)

## More than a Sales Automation Product

### Industry-Specific Versions

With industry-specific versions tailored specifically for every client, CLS 3.0 provides an effective toolset including Sales Performance Management (SPM), eMarketing, CRM, Real Time reporting, and more.

Every company has its own unique challenges, needs and goals. With years of SaaS implementation experience, Cool Life Systems has developed industry-specific versions of CLS 3.0 each with a tailored toolset. Each version was developed with features that best meet the needs of the industry and provides companies around the globe with unparalleled business solutions.

### Powerful SPM

“Sales performance management represents the next generation of best practices for sales. It establishes a strong foundation for improving sales execution.”— Gartner, Inc.

Sales Performance Management (SPM) is an integrated framework that enables companies to plan and model sales strategies. It ensures the timely execution of sales initiatives while also ensuring that both front-line sales people and decision-makers have visibility into performance.

### Robust CRM

Having a customer-driven enterprise will substantially benefit your company. Competition has become fierce with the global emergence of eBusiness and the virtual marketplace. CLS 3.0 provides a 360 degree view of all customers by aligning customer service processes, marketing, and sales - turning your company into a customer-centric profit center. It fosters strong customer relationship with an extensive database that covers every consumer's vital information and their interaction within your company. With CLS 3.0's robust CRM functionality, customer service is superior, consumer loyalty is at its highest, and up-selling existing consumers is effortless.

### Comprehensive eMarketing

In today's market, companies must be proactive, energized, and unique with their marketing initiatives. Marketing must adapt to your prospects and customers. CLS 3.0 is that solution. There is a mutually developed understanding of customers, opportunities, and strategies throughout every level of the company.

Your buying cycle can be developed with marketing deployments specific to the stage of the lead in your business model. This continued communication with leads will make your company the authority that they turn to when engaging in a purchase or become a member. Through buying-cycle marketing triggers and targeted email blasts, marketing efforts have a high success rate, followed by an improved turnaround, and an immediate Return on Investment (ROI).

### Dynamic Reporting

Intelligent data allows you to make quicker, more informed decisions. Equipped with Real Time dashboards, CLS 3.0 provides the information needed to quickly analyze risks and opportunities followed by informed decisions.

The Real Time dashboards give you and each user, from administrative through management, a focused and intuitive look at your data. With more informed decisions, synchronized collaboration, and a strong competitive edge, there is a significant value-added. These dashboards provide an analytical view into company growth, sales progress, marketing returns, customer analysis, sales call statistics, and other vital areas of concern.



## Global Benefits

### Focused Sales and Marketing

CLS 3.0 provides a customer life-cycle platform. This platform automates the process of identifying prospects, aiding qualified leads into customers, and retaining and up-selling existing customers. CLS 3.0 has the proven benefit of tracking each marketing dollar and its revenue outcome, allowing for a dramatically improved turnaround. The marketing and sales features have a powerful effect on strategy and further bring about proactive planning and execution.

### Anytime Access

CLS 3.0 can be accessed 24/7 through a web browser. You can access the system whether you are at work, at home, or overseas. This makes customer service significantly more manageable, especially with the call center automation feature. CLS 3.0 aligns three methods of communication between employee and customer, including email, voice, and Web based interaction. As a result, prospects and customers are always given a quick response time.

### Central Repository

CLS 3.0 is a home base for all information and important documents. Files can be stored, exported or made available to customers through your corporate website.

### Optimized Website

CLS 3.0 ties in with your professional website. This may be a preexisting site or one that Cool Life System's team of graphic designers works with you to build. Through this site, prospects and customers have access to more quality information in a medium that incorporates interactive presentations, video demonstrations, and an enhanced business image. Cool Life Systems provides websites that are both interactive and informative with Real Time information populated by the company and its clients. It is equipped with a content editor that manages the information, content graphics, articles, and more that appears on your website.

### Customized Integration

An Application Programming Interface (API) is what allows two or more applications to work logically as one through a mutual interface. A business solution needs to become a part of the company's network where information flows seamlessly throughout. Full of rich features, CLS 3.0 is implemented with API's that meet your needs. Cool Life System's talented engineers tailor CLS 3.0 with the client's desired API applications, such as payment gateways, communication forums, and a web store.

### Greater Business Exposure

To maintain a healthy balance of exposure companies should have a customer-centric application in place that focuses on attracting prospects and maintaining customers. CLS 3.0 provides greater business exposure and increased sales by harnessing a database that effectively manages customer information, with a website that cultivates interactive communication and eBusiness. When companies have in place an intelligent database with an optimized website, they are equipped with a strong competitive edge; prospects want to learn more and existing customers want to purchase more.



## Global Benefits

### An Intelligent Database that Minimizes Deployment Costs

Every company's success revolves around its customers, and it only makes sense for the database to as well. With the single purchase of CLS 3.0, you are given the resources to effectively contain your customers/prospects and the tools to attract them through deployable marketing campaigns.

### A Good Database = Valuable Market Segments

A well maintained database is the starting point to any effective market segmentation. A truly effective database goes beyond having the ability to perform simple demographic segmentation, to having the ability to perform specific cluster analysis. With CLS 3.0 companies can take the segmentation process a step further to group consumers according to their needs. By assimilating the common needs of consumers companies can set marketing objectives more easily and precisely. With some assistance identifying need-based consumer groups, CLS 3.0 covers a critical part of the marketing and selling process through its sophisticated segmentation capabilities.

## Information-Age Economy

A business revolution has taken place. This is evident with the globalization of markets, the mass use of computers, the introduction of numerous web-accessible devices, and an unquenchable need for data and information. The primary source for wealth is communication and knowledge. To thrive in today's competitive marketplace, companies have come to rely on the fast, accurate, and broad transformation of information. CLS 3.0 fosters the seamless flow of information throughout a company's network and between their employees, prospects, and existing clients.

## About Cool Life Systems

The cutting-edge technology of Software-as-a-Service (SaaS) gives companies the freedom of outsourcing their IT department to a single vendor for superior application performance. Through the SaaS delivery method, Cool Life Systems provides optimal business solutions to any size company in any market segment - small, medium and large.

Cool Life System's solutions streamline the multiple business processes in a company under a single platform. Their unique yet effective business suite, CLS 3.0, combines CRM, SPM, eMarketing, Dynamic Reporting and much more in a single web-based platform, with On Demand availability.

CLS 3.0 has the ability to align nearly every employee, business process, and office throughout an entire company. Moreover, all of the information that is collected and maintained in the solution works together toward the ultimate goal of optimizing operational efficiencies and increasing your productivity and ROI (Return on Investment).

Companies are typically multi-dimensional, making full collaboration seem nearly impossible. By delivering our solution via the Internet in Real Time, Cool Life Systems gives companies the freedom of outsourcing their IT department to a single vendor.

Cool Life Systems is focused and committed to educating, administrating and servicing every client, and making both the web presence and database an integral tool in managing companies around the globe.

Established in 2003, Cool Life Systems is headquartered in New York. For further information visit [www.CoolLifeSystems.com](http://www.CoolLifeSystems.com)