

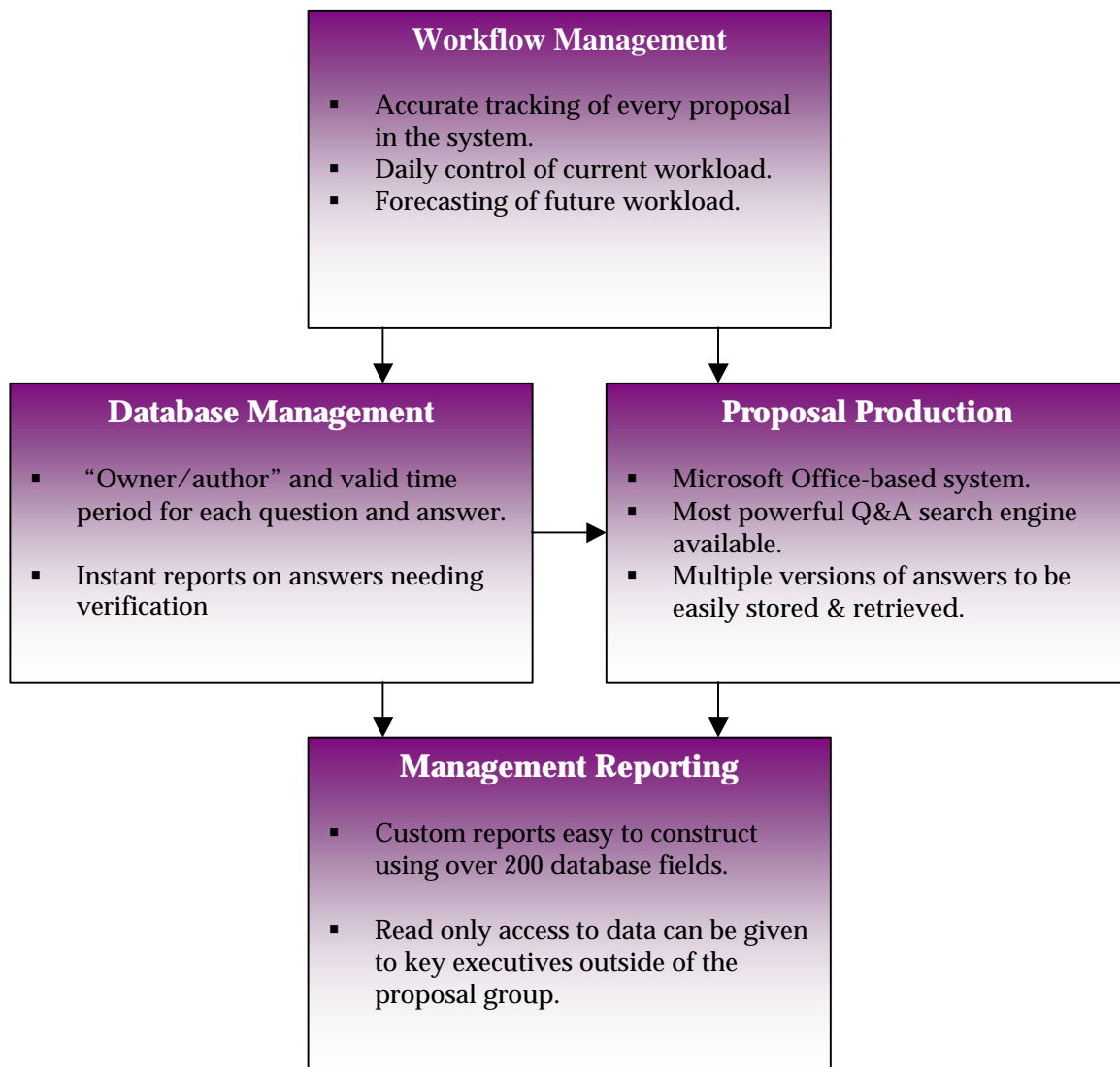
PRS

Proposal Response System

The New Affordable Proposal Management Software Tool for the Professional Services Industry.

Introducing the most powerful, fully-integrated software solution tailored to the professional services industry proposal work group.

- Increase work group productivity by 50-75%
- Full 32-bit design for Windows 95/98/NT/2000



Innovative Marketing Programs and Computer Technologies, Inc. (IMPACT) is the company that developed the highly acclaimed PMAPS, the proposal management software for the health care industry. IMPACT is now releasing Proposal Response System, PRS, the new productivity software tool for the professional services industry.

With over 10 years experience producing innovative solutions for the professional services industry, IMPACT has taken the best of its patented database technology and combined it with the proposal process to create the most powerful proposal management software specifically designed for professional services companies.

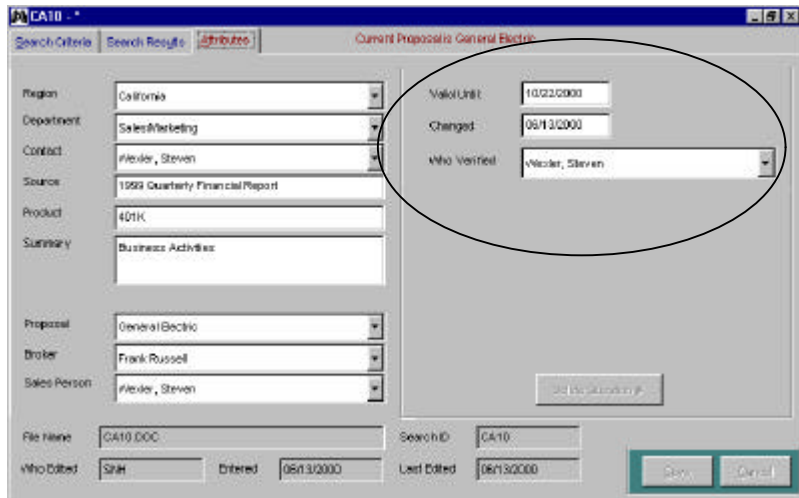
PRS Workflow Management

The PRS “*Proposal Log*” screen captures the basic information about an RFP including due dates for all of the components, sales and internal management involved, proposal strategy and competitive information.

Completing these *Management Overview* screens takes less than 5 minutes for each proposal, saving countless workdays of managing the proposal process later.

Date Received	Date Due	Proposal/Client Name	Client Group	Status	Product(s)	Consultant/Br
05/25/2000	06/04/2000	Cyrk, Inc.	Cyrk, Inc.	Complete	Mutual Funds	Frank Russel
03/15/2000	03/25/2000	Deutsche Bank	Deutsche B	Complete	Mutual Funds	Northwestern
02/05/2000	02/15/2000	DreamWorks	DreamWorks	Complete	401K	Frank Russel
01/05/2000	01/15/2000	DWP	DWP	Complete	401K	Frank Russel
01/05/2000	01/15/2000	Equity Office Properties Trust	Equity Off	Complete	401K	UltraLink
01/05/2000	01/15/2000	Experian Information Solutions	Experian I	Complete	401K	UltraLink
02/07/2000	02/15/2000	General Electric	General EI	Complete	401K	Frank Russel
02/07/2000	02/15/2000	Glendale Unified School District	Glendale U	Complete	401K	Frank Russel
05/25/2000	06/04/2000	GTECH	GTECH	Complete	Mutual Funds	Frank Russel
01/05/2000	01/15/2000	Hewitt Associates	Hewitt Ass	Complete	401K	UltraLink
03/15/2000	03/25/2000	Ingram Micro	Ingram Mic	Complete	Mutual Funds	Northwestern
03/15/2000	03/25/2000	Kaufman & Broad	Kaufman &	Complete	Mutual Funds	Frank Russel
03/15/2000	03/25/2000	Lockheed Martin	Lockheed M	Complete	Mutual Funds	Northwestern
03/15/2000	03/25/2000	Malt O' Meal	Malt O' Me	Complete	Mutual Funds	Northwestern
01/05/2000	01/15/2000	Mercer Medicare	Mercer Med	Pending	401K	Frank Russel
01/05/2000	01/15/2000	Mercer	Mercer	Complete	401K	Frank Russel

Business, marketing and demographic proposal data are organized on this “Proposal Log” management screen designed to coordinate every proposal from receipt to delivery to follow-up.



Database “verification” is a unique feature to PRS. Every answer in the Q&A database can be assigned an author/owner and a valid time period.

The PRS management module allows the Database Administrator to “verify” the answers on a regular basis – consulting the internal subject matter “experts” only when the valid time period specified for their answer is running out.

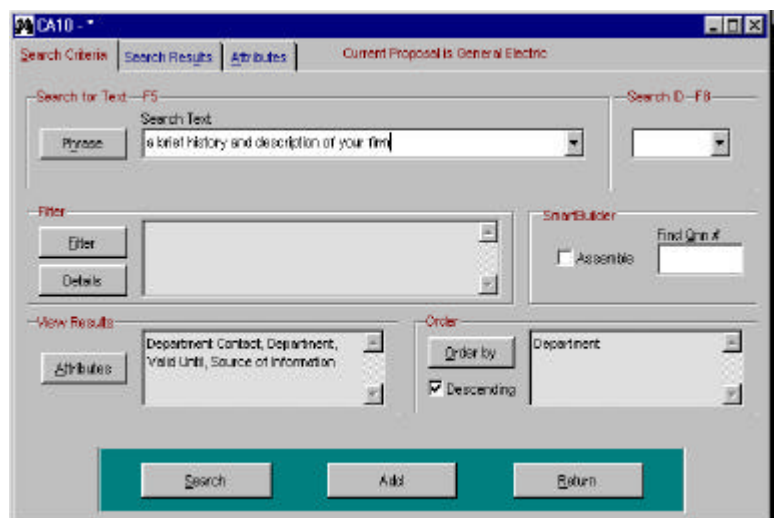
The patented technology built-into PRS is the most powerful search engine available. There is virtually an unlimited ability to store and retrieve multiple sets of answers to the same or related questions or topics. If each sales person has an individual “twist” to an answer, you can save that answer for each different sales person in the company.

Using PRS’ unique “filtering” system, all the answers in the database can be retrieved by any of the many attributes provided.

PRS searches any specific wording without having to spend time coding answers with “key words” in order to find them.

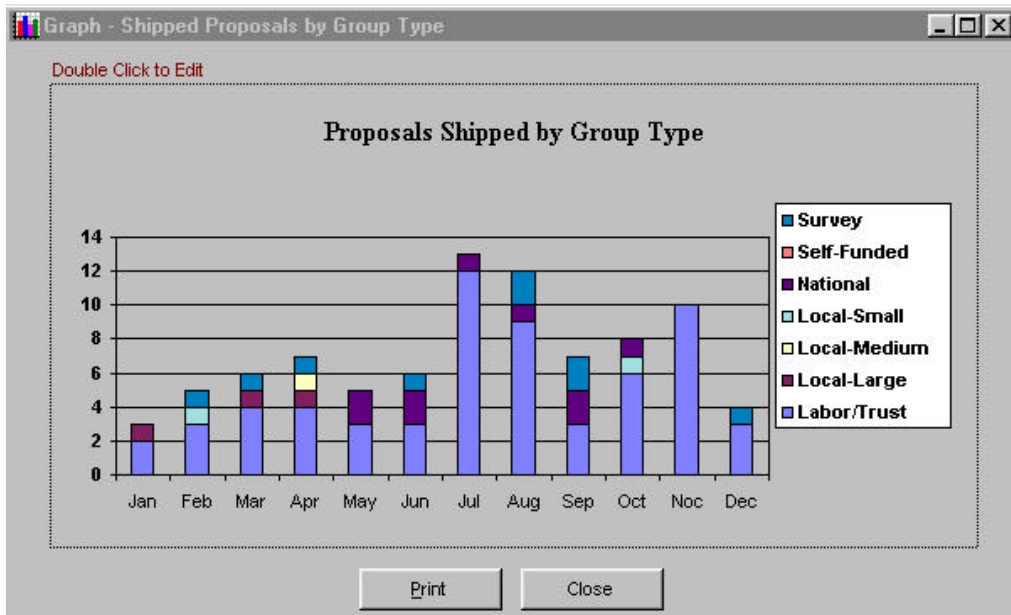
All search results are returned in less than two seconds, even on complex phrases and filters.

Once selected, the answer is automatically inserted into the active proposal retaining all formatting, without the need for cutting and pasting.



To speed your transition to PRS, our database engineers can take your existing question and answers from past proposals and convert them into the PRS library.

PRS includes a series of “packaged” reports. Additional reports will be added over time, based on the recommendations of the PRS User Group.



The PRS Query and Report Writer also allows virtually any conceivable report to be generated quickly and easily. Any of the Proposal Log fields and the search attributes are all accessible for these reports.

Extensive analysis of results can be accomplished in a very short time – enabling the kind of sales, product and business analysis that hasn’t been possible up to now.

Report data can be viewed or printed in report, table or spreadsheet or file format for presentation to management.

For More Information on PRS or to get a free working demo, please contact:

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