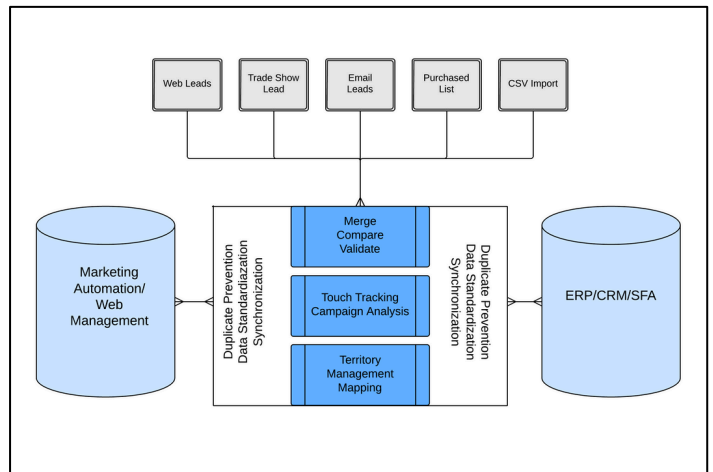


BMI Cloud Solutions, Inc introduces CEDAR Lead Record Management (LRM) Business Edition. The concept of CEDAR LRM started years ago and is the result of exhaustive interviews and process reviews with key Marketing and Sales professionals in SMB and Fortune 2000 companies. With a focus on connecting the dots between Marketing and Sales Activity we were able to determine that 80% of the communication challenges identified were common across companies of all sizes. CEDAR delivers a solution that bridges the current communication gaps and extends the usefulness of your data.

CEDAR Business Edition is a web-based enterprise system purposefully built to deliver a new level of control and insight for Marketing and Sales professionals. Our solution, CEDAR LRM™ is middleware that connects “best in class” solution environments where disparate data exists allowing for increased visibility, list generation, robust analysis and tracking of suspect to close activity. CEDAR’s seamless integrations with NetSuite™, SalesForce Pardot™, Hubspot™ and SalesForce.com™ allows companies to tighten their processes by building a unified view of enterprise wide activities.

**CEDAR Business Edition Functionality Includes**

- enterprise synchronization
- duplicate Prevention and Detection
- data validation/standardization
- enhanced campaign analysis
- touch tracking
- lead disposition reporting
- persistent alerts
- geo-mapping for list building and territory planning
- sales territory management/assignments
- CRM light functionality allows users to add notes, comments that synchronize with NetSuite, SalesForce CRM



**Benefits of CEDAR in your environment:**

- increased data integrity across enterprise platforms
- automated cleansing, scrubbing of duplicate and/or bad data
- increased visibility into campaign effectiveness
- enterprise synchronization creating a holistic view of marketing/sales activity
- automate/standardize common sales management performance communications
- improved list building utilizing easy to use mapping tools
- enable real time map views of customers, prospects and leads via CEDAR mapping
- easily identify new vs existing contact marketing activity
- improved User adoption of existing systems
- cleanse other enterprise systems by moving low priority data to CEDAR