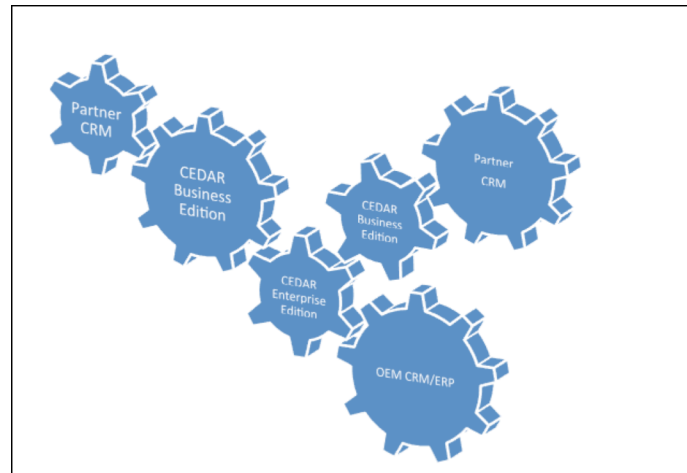


BMI Cloud Solutions, Inc. introduces CEDAR Lead Record Management (LRM) Channel Edition. The concept of CEDAR LRM Channel Edition is an expansion of the CEDAR Business Edition and results from interviews and concept meetings with key Marketing and Sales professionals in Major Channel businesses. Our findings demonstrated significant disconnects in communications between the vendors channel marketing and sales activity and the resellers follow up sales processes.

CEDAR Channel Edition is a web-based enterprise system purposefully built to deliver a new level of control and insight for corporations that sell products through a distribution or channel environment. Our solution, CEDAR LRM Channel Edition is middleware that connects the OEM's with their Partners. CEDAR acts as middleware protecting both the OEM's data as well as the resellers data, but allows synchronizing desired fields between both, without compromising either businesses corporate data. CEDAR acts as the business liaison between all entities and enables real time performance data reporting and adds consistency to channel communication. CEDAR increases visibility and saves time for both the OEM and Partners.

CEDAR Channel Edition Functionality Includes

- enterprise synchronization with channel partners
- field level control to synchronized fields
- duplicate prevention and detection
- data validation/standardization
- enhanced campaign analysis across partners
- visibility to partner lead activity
- consolidated touch tracking across partners
- persistent alerts
- geo-mapping for list building and territory planning
- sales territory management/assignments



Benefits of CEDAR in your environment:

- unmatched data synchronization between Vendor and Channel partners
- Increased data integrity across enterprise platforms
- reduce manual cleansing, scrubbing of duplicate and/or bad data
- API to allow for advanced deal registration processes
- improved list building utilizing easy to use Mapping tools
- increased visibility into campaign performance by geography, partners
- consolidated touch tracking, building a singular view of activity across partners
- easily view real time reseller performance on leads distributed
- automate/standardize common sales management performance communications
- holistic view of marketing and Sales activity on a contact across multiple platforms, partners
- enable real time map views of customers, prospects and leads via CEDAR mapping