

**ANAGHA GROUP**

---

**Franchise Operations and  
Administration System**

[www.FMSPlus.Com](http://www.FMSPlus.Com)

**December 2006**

# ANAGHA GROUP

## Franchise Operations and Administration System

### Empower Sales Force, Ensure Franchisee Satisfaction and Grow Your Sales!

This suite of tools can be used by Franchisees (channel partners) as well as Franchisors / OEM organizations to manage the day-to-day operations, administration and management. It is also available as a hosted (on demand) service for customers who need full complement of services including transaction processing. Franchises or Channel Partners can use this tool in a standalone fashion or integrated with their OEM system.

#### OEMs / Franchisors

- Application Process and Tracking
  - Acceptance
  - Screening
  - Credit Assessment
  - Roll on
- Training Management, E-Library
- Contracts Maintenance
- Territory Management
- Lead Distribution and Management
- Franchise Management
  - Tracking Operations and Sales
  - Billing / Invoicing
  - Royalty Management
  - Payments
- Franchise Helpdesk, Literature Fulfillment
- Franchise Web Sites, Customer Management
- Real-time Transaction Reporting (on-line)
- Visual Trend Reporting and Analytics

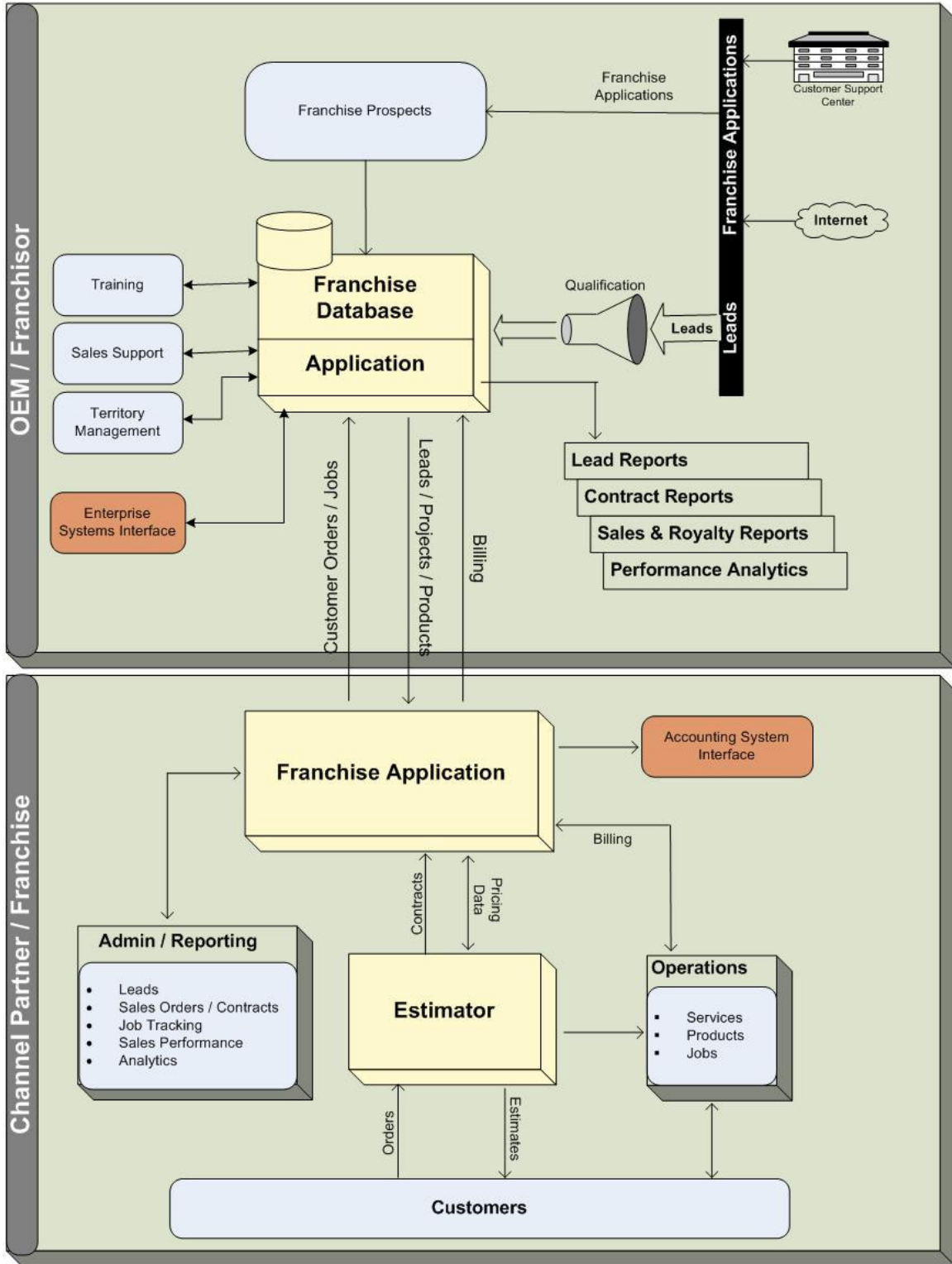
#### Franchisees

- Email Marketing / Campaign Management
- Sales Management
- Operations Management
  - Estimates, Quotes, Orders
  - Contracts, Materials Usage
  - Job Tracking
- Royalty and Payment Tracking
- Customer Service
- Extensive Real-time Reporting

#### Benefits

- Fast, reliable, easy process
- Ensure Franchise and Customer Satisfaction
- Optimize Processes, Reduce time-to-market
- Increase Return on Investment (ROI) for Franchisees and Franchisors

# Franchise Operations and Management System



© Anagha Group 2006

## Features

- Fully web (browser) based, on-line system
- User friendly interface
- Definable, role based menus
- Supports multiple companies / legal entities
- Supports multiple business areas
- Supports multiple languages, multiple currencies
- Supports multiple database systems
- Supports data inputs via on-line and off-line sources
- Can be used by Franchisors, Direct Franchises, Indirect / Channel Partners and End Users
- Provides multiple definable user roles (Executive, Owner, Manager, Marketing, Finance, Administrator, Sales Rep, etc.) and privileges
- Extensive, flexible work and process flow
- Configurable Report Data Contents
- Extensive Transactional / Operational Reporting
- Advanced Analytics / Metrics / History / Trend Reporting
- Graphical Presentation of Key Reports and Metrics
- Report data downloadable to Spreadsheets, MS Word, PDF files
- Optional Web Services / Enterprise Middleware Integration
- Can be used as standalone system by small and medium enterprises
- Available in on-demand (SaaS / hosted) or in-house deployment delivery models
- Support modes: Online / Internet self service, telephone, email and fax

## About Anagha Group

Anagha Group provides a range services in Marketing, Sales, Operations and Customer Management and Service arenas. The portfolio of services includes strategic marketing, marketing research, and support services. Rebates programs administration, loyalty programs management, co-op programs execution, integrated marketing and fulfillment services are delivered to the customers using flawless delivery methodologies. Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability. Several technology tools and customer centric solutions are offered in on-demand (Software as a Service) or on-site models. These tools help measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools also provide valuable business intelligence reporting in marketing, sales, operations, administration, service and customer data management areas.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment, sales and operations business processes.

Anagha Group provides its services to a cross section of the industry, including consumer packaged goods, retail, healthcare, life sciences, building materials, finance, mortgage, banking and insurance, automotive and other manufacturing industries. Please visit our website [www.AnaghaGroup.Com](http://www.AnaghaGroup.Com) for more information on services offered, and [www.FMSPlus.Com](http://www.FMSPlus.Com) for details on Franchise Operations and Management System.



**ANAGHA GROUP**

**Marketing Services**

**Technology Consulting**

**Customer Data Management**