

SecurityTrax is a comprehensive web-based customer and lead management system created exclusively for security system dealers. SecurityTrax provides dealers with the tools and information they need to manage day-to-day operations and maximize efficiency. From shell creation to intelligent technician scheduling, to equipment and payroll, this system keeps your company organized and focused on what matters most... helping customers and increasing the bottom line.

## FEATURES



### CUSTOMER MANAGEMENT

Quickly create customers using a shell for importing and then easily track the details of each customer – from new entry through funding.



### ONLINE

Move important information to one central, secure, online location, making your information accessible anywhere, anytime.



### INVENTORY CONTROL

Track equipment purchases and sales, and store information regarding such (e.g. P.O.s) for easy access. Also, automatically deduct equipment from inventory when installed for a customer.



### INTELLIGENT SCHEDULING

Make appointments using the intelligent scheduler and see which working technician is closest to a customer. View composite technician schedules and access comprehensive maps and routes of scheduled appointments.



### TICKET TRACKING

Manage customer tickets regarding equipment sales, requested installation, service upgrades, etc. Tickets can be assigned and tracked until completion and viewed and referenced at any time.



### FUNDING / PAYROLL CALCULATIONS

Create funders and assign payment schedules with auto calculations based on defined criteria. The auto calculations can be done either in bulk or on an individual basis.



### COMPLETE LOGGING

Log all events performed for a customer and any modifications made (such as address updates). This logs what was done, when, and by which associate.



### LEAD MANAGEMENT

Assign leads to sales reps via an intelligent queuing system that automatically assigns leads based on a number of adjustable factors.



### PARTNER INTERACTION

Automatically post leads/customers received from any partner (no more manual entry). SecurityTrax offers enhanced interaction with Security Choice, and if you are dealing with a partner using SecurityTrax, the sale/purchase of customers and leads is seamless.



### REPORT GENERATION

Create and run reports based on specific criteria for customized data pertinent to your needs. Bulk updates can be performed to allow for simple mass operations, such as updating a group of information fields rather than manually updating each file.



### EMAIL

Send manual or auto-generated emails to customers / leads based on events (e.g., upcoming appointment). This can also be used internally to send emails to employees regarding upcoming schedules, etc.



### PHONE SERVER

Seamless interaction allows for messages recorded on the telephone system to automatically attach to customer and lead files.



### SMS


Automatically send SMS text messages to employees based on events, such as to technicians to remind them of approaching appointments.



### RSS

Access key information at a glance and in real time using the SecurityTrax RSS system. Automatically receive notification when requested information is updated in the system.

## QUOTES

 Curtiss Weinstein  
President  
Absolute Security


*"Running an Alarm Business without SecurityTrax is like is like jumping out of a plane without a parachute. I truly do not understand how we managed our business without it. If you want to reduce costs and increase productivity SecurityTrax is a way to get it done. They provide a tailored solution to all your business needs. We increased our volume from 4000 sales in 2006 to just short of 10000 and believe SecurityTrax was a big part of our success. Get with the SecurityTrax revolution!"*

 Kevin Gaylord  
President  
Gaylord Security

*"Without a doubt, the lead tracking portion of SecurityTrax has helped us generate more sales. As an owner I am able to see what's happening with each lead... How can you manage your staff if you don't know what's going on at any time? With this software I know who is selling what, who installed it, and when. Best of all I can see it all from any Internet connection."*

 Joe Kenney  
Executive VP  
Alarm Team

*"SecurityTrax allows our technicians, sales people, administrative support team, and managers to communicate in "real time" with each other to reduce errors caused by less reliable forms of communication. Every lead, every new customer, and every installation is posted for all who need to view the information with 24x7 access.... SecurityTrax allows me to quickly and easily gather data on a variety of key indicators so that decisions can be made accurately and without delay.... Our sales team receives sales leads instantaneously and is able to act quickly to potential customers seeking a response."*

 Peter Smul  
General Manager  
Security Choice

*"SecurityTrax enables us to seamlessly interact with our network dealers, passing customer information back and forth without requiring redundant phone calls and emails. In addition to making our order delivery system more efficient for the dealers, SecurityTrax created a scheduling interface that makes it possible to schedule customer installations in real time, greatly enhancing the customer experience and reducing the number of canceled orders. Everyone benefits."*