



For Press Information:
Roger Sparks
Visual Software Systems, Inc.
732.450.0560
roger.sparks@visualsoftsys.com

VisualME 1.0 RELEASED

100% Web Software Helps Businesses Generate Higher Quality Leads and Move Them More Quickly Through the Sales Cycle

Little Silver, New Jersey, August 5, 2002 – Visual Software Systems, Inc. today announced the release of *VisualME*, 100% web software that helps organizations, advertising agencies and sales channels generate more leads and shorten sales cycles. *VisualME* helps businesses use their existing web sites to generate new outbound marketing campaigns, see who responds to those campaigns, and then see what these prospects want through personalized behavior analysis. The 1-to-1 marketing best practices built into *VisualME* help companies increase revenues and reduce costs by making marketing and sales organizations more effective while using fewer IT resources.

VisualME runs in the background on a company's web site, turning it into a comprehensive lead generation system with automated campaign management, email marketing, web content management, prospect profiling, lead management, and 1-to-1 selling.

“Many organizations suffer from sales pipelines that are starving for enough qualified leads,” said Roger Sparks, Visual Software Systems CEO. “*VisualME* helps these organizations generate more leads, qualify them, and deliver them quickly to their sales force with extremely useful prospect information.”

VisualME enables administrative staff to generate marketing campaigns in minutes without IT support. The Software makes email marketing even more effective by using a powerful two-way email model that includes emails and response pages. All campaign responses are measured in real time, allowing businesses to focus on the most effective campaigns and improve weak campaigns while they are in progress. *VisualME* also makes it easy to maintain standard web site content that changes often without IT support (press releases, events, FAQs, product lists, sales contacts, etc.)

VisualME creates permission-based profiles for prospects responding to a marketing campaign or providing registration information. Once a prospect responds, *VisualME* uses the prospect's behavior on the web site to help focus subsequent selling efforts. Generalized profiles enable companies to see who is visiting their site, what they are looking at, when they visited and how often they returned. Having this intelligence enables businesses to escalate to a whole new level of 1-to-1 marketing and selling.

When prospect behavior indicates that a prospect reaches a pre-determined qualification level, the appropriate salesperson is alerted automatically by email. Salespeople then use prospect profiles to measure the prospect's real interest. Salespeople also use *VisualME*'s two-way emails to answer requests for information and track the prospect's response. This enables salespeople to maintain sales control and compress the sales cycle.

Ad agencies and other marketing services firms can use *VisualME* to enhance revenue streams from existing clients and to differentiate their services in order to win new business. Agencies can use *VisualME* to quickly implement marketing campaigns using their client's web sites without using the client's IT resources. Detailed campaign metrics provide the information agencies need to immediately improve campaign response and quantify their value to clients.

All sales channels can use *VisualME* to quickly deliver marketing campaigns for new markets and new products. *VisualME* also tracks referrals so sales channels can provide clear quantitative metrics to the manufacturers they represent.

"We initially planned to release *VisualME* in early 2003, but starting from scratch and using leading edge technologies in a 100% web architecture enabled us to bring the application to market six months ahead of schedule," said Sparks. "Our deployment methodology also enables us to respond very quickly to customer requests. We are in the unique position of being able to use our own product for our company's marketing efforts. Our web site and outbound marketing activity are totally *VisualME* enabled, making our marketing and sales more effective."

VisualME maintains web site content via an SQL database allowing content to be maintained by administrative personnel instead of precious IT resources. *VisualME* simultaneously maintains content in XML, making *VisualME* highly reliable – the web site and content pages continue to operate even if its supporting database is down. The use of XML also simplifies integration with other software, since all information collected by *VisualME* is available dynamically as required. Base *VisualME* functionality can be implemented in days with complete implementations taking less than a month. *VisualME* is available now. Pricing is available on request.

About Visual Software Systems, Inc.

Visual Software Systems (visualsoftsys.com) develops 100% web software that helps organizations, advertising agencies and sales channels generate more leads and shorten sales cycles. The Company's marketing software makes it easy for customers to implement the best practices of 1-to-1 relationship marketing, increasing revenues while reducing marketing costs.