

## **Thoroughbred Solutions Uses VisualME for Relationship Marketing**

### ***Software firm gets customers to upgrade and generates new leads too***

LITTLE SILVER, New Jersey - May 1, 2003 – Visual Software Systems, Inc., the leading provider of software for increasing sales through relationship marketing, today announced that Thoroughbred Solutions, an international software company headquartered in London, England, has successfully used VisualME to generate a strong interest among its customer base for an upgrade to one of its leading software package, Advances.

VisualME is 100% web software for relationship marketing and legacy data publishing that helps businesses generate sales leads through their web site, qualify leads by their web behavior, deliver qualified leads directly to their sales team, and publish selected and secured application data -- without using IT resources.

The installation of VisualME on the Advances web site was completed remotely (from the US) in less than one week. Thoroughbred managers learned VisualME, then developed, tested and launched their first marketing campaign in less than two weeks.

The first campaign targeted previous customers of Advances, the premier software solution in the U.K. for credit brokers and lenders, and previous leads that had yet to convert into sales. It consisted of an outbound email campaign and web response page announcing a new version of the software and offering a data sheet about the upgrade.

The campaign generated a 26% response rate and a lot of enthusiasm from the Thoroughbred sales team. According to Thoroughbred sales executive Kevin Flower, "I have just followed up a response from one customer in particular and have arranged to go and demo Advances. This was a customer who had previously stated that they would never upgrade to a new version. Well, what do you know? We have also just scheduled our second demo with another customer as a result of this emailing"

"This is a typical example of the power of one aspect of VisualME relationship marketing - generating repeat business from a firm's database of customers and previous leads," said Roger Sparks, Visual Software CEO. "Many companies spend thousands of dollars marketing to unknown, unqualified prospects, while their best sales opportunities often lie untouched in their customer and lead databases. VisualME not only automates the communication process to these customers using email, it also facilitates repetitive marketing functions like personalized newsletters that help increase sales."

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"Future releases of Advances will also utilize other facilities provided by VisualME," said Martin Flower, Managing Director of Thoroughbred Solutions. "Our customers have already indicated significant interest in publishing selected Advances application data via the web using VisualME portals. Secure access by brokers to applicant status information will be a first implementation".

Driven by their frustration with a lack of qualified sales leads and with web sites that look nice but do not help sales, business and ad agency executives are turning to relationship marketing with VisualME. Whether the objective is new business or repeat business, VisualME delivers qualified leads to sales, faster and at lower costs than is possible with traditional marketing methods.

#### **About Visual Software Systems**

Visual Software Systems, Inc. ([visualsoftsys.com](http://visualsoftsys.com)) develops marketing software that helps businesses increase sales and reduce costs. VisualME is 100% web software for relationship marketing and legacy data publishing that helps businesses generate sales leads through their web site, qualify leads by their web behavior, deliver opportunities directly to the sales team, and securely publish selected application data -- without using IT resources. Founded in 2002, Visual Software is headquartered in New Jersey with offices in New York City.

#### **About Thoroughbred Solutions**

Thoroughbred Solutions ([www.advancesoft.co.uk](http://www.advancesoft.co.uk)) is a leading U.K. software development and consultancy company with partners and customers across Europe, Asia, Latin America, Africa and Australasia. Advances is the premier software solution for credit brokers and lenders. Previously known as the Stella system, it is in extensive use across the finance industry, and has been continually improved and developed since 1983. Thoroughbred Solutions is headquartered in London, England.

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