

SPYDER M

A UNIQUE SOLUTION COMBINING CONTACT MANAGEMENT WITH ELECTRONIC MESSAGING

Introduction

Electronic channels are now fundamental way of life for both the organization and individual. Most software tools are targeted at and therefore restricted to a specific communication medium; for example mobile phones are good at sending SMS messages where as desktop email systems favour emails. Such tools usually only provide rudimentary archiving and data-mining capabilities, requiring the maintenance of contacts and mining of data complex.

SpyderM incorporates a sophisticated contact management system with fully archived, personal or mass market electronic messaging over multiple channels.

SpyderM

SpyderM is an advanced web-based communications management system that combines traditional client and contact management with personalised multi-media communications management.

The system provides a full hierarchical contact database together with mechanisms to transmit either singular or "Mail-Merged" messages through the media channels of e-mail and SMS. Such messages may be on an individual, group of individuals or bulk basis.

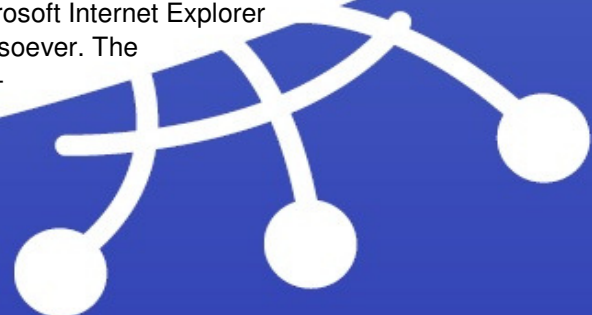
The system can be operated by multiple users concurrently and maintains detailed online records of all communications, meeting notes and associated information. Records may be "sliced and diced" by recipient, sender, organization etc.

SpyderM –Features & Benefits

FEATURE	BENEFITS
PEOPLE	Entire information stored hierarchically in one central database
FILE ATTACHMENT	All relevant documents attached / linked to each contact record.
PEOPLE SEARCH	Provides for building of lists of select individuals by filtering the entire contact database according to extensive selection criteria.
COMMUNICATION LOGGING (PHONES, SMS, EMAILS, MEETINGS ETC)	Electronic communications automatically archived for easy retrieval. Manually entered notes (such as meeting records) supported through a user-friendly entry form.
CREATE GROUPS	Create and save groups for future use – and share with authorised users - no need to repeat searches each time.
BROADCAST SMS/EMAILS TO GROUPS	Deliver each message as a personalised message
SECURE WEB BASED ACCESS	Access all information anywhere/anytime
ALERT' FOR IMPORTANT EVENTS	Send alerts to all concerned users and keep them updated with important information.
REPORTS AND MIS	Various reports can be created as per organization requirements
SECURITY - RIGHTS BASED USER ACCESS	Only relevant information available to the specific users

Web Based and Adaptable

SpyderM is delivered to users through a web browser (currently Microsoft Internet Explorer only) allowing them to get going without installing any software whatsoever. The system is based on its "big brother", Spyder and as such is easily re-configured to suit specific usage scenarios. "Out of the box", SpyderM is pre-configured to meet the needs of most organizations.



Hosting options:

We offer SpyderM in two flavours:

1. Where we set up and maintain the system in our environment on our servers and you access through Internet;
2. You host – you purchase servers and other hardware/software and maintain the system;

Mundu SMS

SpyderM integrates with Mundu SMS, a service offered by Geodesic through which SMS messages are delivered. Administration control of SpyderM includes centralized purchase of SMS credits and monitoring of all the SMS messages by Spyder M.

Commercials

For SpyderM:

SpyderM is available on a rental or software as a service (“SaaS”) option. The rentals are charged on a per user/per license/per annum basis. Please note that the rental model includes the cost of support: There are NO HIDDEN COSTS, such as “maintenance and support fees”.

For SMS:

SMS is charged at a very cheap rate for both pan India and International SMS - the model is on prepaid credits basis.

About SpyderM

SpyderM is a reduced functionality variant of Geodesic’s popular Spyder Client Alignment Management System and was developed by Geodesic (Hong Kong) Limited (formerly known as Engage Solutions Ltd), a wholly owned subsidiary of Geodesic Ltd.

About Geodesic

Founded in 1999, Geodesic is the creator of the first unified IM platform that aggregates popular IM services viz. MSN, Yahoo, ICQ, AIM, etc. Geodesic’s business has since grown and operates in the niche area of developing innovative products in the information, communication and entertainment space.

Geodesic is a public listed company in India (Bombay Stock Exchange and National Stock Exchange of India) with a market capitalisation of approximately US\$400 million. The consolidated Geodesic revenue for 2007/2008 was approximately US\$62 million with a profit of approximately US\$29 million.

Geodesic has been consistently ranked by Deloitte Touche & Tohmatsu as one of Asia’s fastest growing companies for four years running, with revenue growth doubling year on year.

For sales, partner alliances and any other queries, please contact us at spydertales@geodesic.com or call us at the following offices:

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