

Being in business is about making and keeping Customers. However, the more you know about your entire network of contacts, not just *Customers*, the more effectively you can communicate, get more referrals and increase your business' value.

Gem Networking™

Simple enough for your personal Xmas Card List - powerful enough for the largest Enterprise.

Manages all your relationships - not just customers but staff, contractors, shareholders, suppliers, family, friends, etc - ALL in one database!

Tracks who knows who and why, for a whole network of contacts identifying 'spheres of influence' and where new business referrals are coming from.

Never duplicates anyone's record - not even phone numbers! Instead. It remembers who shares the same information. Saves YOU having to!

Works intuitively. For example, when someone's home or work phone number is changed, it automatically changes for everyone else affected.

It's so easy to use. Once you've tried it you'll want to use it.

It records everything you do E-mails, phone calls, faxes, letters, time sheets, work done - and doesn't lose information when people change employers.

Imports data from anywhere for any region or market sector from multiple data sources without duplicating anyone's record.

Personalise with sophisticated mail-merge that leverages Gem's knowledge of relationships. Maintain a library of templates and phone scripts. Set follow-up reminders.

Customise Choose which information to store and add an unlimited number of user-defined fields.

Works with MS Outlook and Word. You won't have to learn a lot that's new.

**This kind of intuitive behaviour is unheard of in ANY computer system.
You'll have to try it - just to believe it's possible!**

This Demonstration/Installation CD can be installed on as many computers as you like.

You may even copy the CD, download packaging artwork from our website and give a copy, exactly like this, to all your friends! Before use Gem has to be activated on-line.

At the end of a 30-day FREE trial period Gem has to be registered for continued use. It can be registered as either a **FREE Personal Version**, a **Small Business Version** or a full **Enterprise Version**. All versions are fully featured and only vary in capacity. So there is no need to compromise on features to fit your budget. (The Enterprise Version has unrestricted capacity.)

Gem costs the same as a Postage Stamp - per record of database capacity.

If you want to store someone's address - it must be worth a stamp!

For details see: GEMnetworking.com

Machine Requirements Pentium III machine running Windows 2000 or later, 300 Mb Hard Drive space, Min 256 Mb RAM - more if you want to run Gem with multiple applications simultaneously, or have a more recent O/S. 500 Mb recommended for Windows XP, 1Gb for Windows Vista. MAC's need suitable Windows emulation software.

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On2it Software

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GEM Networking

Simply brilliant. Brilliantly simple.



TM

Turn your contacts into a business
Network - focused on you.



Contact Management - beyond CRM
from On2it Software

Business Partner



**Second
Cut**

**First
Cut**