



Imagine a Digital and Paperless World



DIGITAL & PAPERLESS: New customer agreement, installation notifications, advanced delivery notifications, delivery and service call receipts, billing statement, auto-draft notice, lead notifications to sales reps, daily work orders for deliveries and service calls, company reports, customer records
all sent via text, email or available online.

Software and Systems to Power Digital Communications

Get on-board the worry-free platform to enable electronic work flow and communications with customers and employees.

Benefits for consumers:

- ✓ No paper billing
- ✓ Auto-draft payments
- ✓ Online per-time payments
- ✓ Credit card expiration notices

Benefits for company:

- ✓ Anywhere access to customer
- ✓ information and company reports

Designed as a comprehensive software and cloud based solution for companies of various sizes, the solution is priced to be attractive to all potential customers. Since most companies operate with some type of computerized system today, the converting of data for new migrations are facilitated to streamline the data conversion and training processes to the WaterWizzard platform. During the process of selecting WaterWizzard, potential customers often complete a financial comparison between existing systems and processes to the WaterWizzard platform to discover the areas of potential return on investment.

The WaterWizzard software is configured on a company-by-company basis to retain and provide access to electronic customer records, automate scheduling and dispatching for



fleet and service operations, generate recurring or order based invoices and statements, and provide detailed accounting and management reports. Invoices and statements are provided electronically or in hard copy format based on customer requirements. Optional interfaces are provided between bank provided lock box payment processing services or online bill payment systems so the flow of customer payments occurs with minimal manual handling. Bank deposit totals are handled electronically or manually depending on company requirements when electronic payment systems are used.

Users of WaterWizzard can grow with the system, adapting new functionality as justified on an ongoing basis. The staff of Unco Data Systems, Inc. is available to support customers on a daily basis via email or dedicated phone support.

ELECTRONIC BILL PRESENTMENT & PAYMENT

Delivering Savings to your Customers and your Dealership

Unco Data Systems, Inc. provides an online billing and payment system that is a “win-win” for you and your customers.

EBPP = Electronic Bill Presentment & Payment

EBPP provides Unco’s WaterWizzard® Customer Information Solution clients with a secure environment for delivering bills and receiving payments across the internet. With Unco EBPP, you can

- ✓ Deliver bills via the web or email.
- ✓ Encourage customers to go paperless.
- ✓ Eliminate printing and mailing costs for both you and your customers.

Enhance Your Customer Interaction

- ✓ Deliver your statement right to your customer’s email address.
- ✓ Provide a secure payment profile, where a customer manages their own banking or credit card information.
- ✓ Allow customers to correspond with you 24/7 via the web.
- ✓ Saves customers postage and time.

Improve Your Bottom Line

- ✓ Save 40% on the cost of delivering a customer’s statement.
- ✓ Eliminate days to turn accounts receivable by cutting out postal delivery time.
- ✓ Reduce hours spent posting payments.
- ✓ Lower bank and credit card processing costs.

Go Green

By switching 100 water treatment customers to electronic billing and payment, you conserve the following resources in one year:

Paper	40 pounds of paper saved.
Water	400 gallons of wastewater prevented from discharging into lakes, streams and rivers.
Gasoline	50 gallons of gas saved by not mailing statements and payments.
Greenhouse Gases	1500 pounds of greenhouse gases avoided. This amount of greenhouse gas is equivalent to 20 trees planted and grown for 10 years 200 square feet of forest preserved.

WHY SELECT UNCO DATA SYSTEMS, INC. AS YOUR PROVIDER?

TIMELY – Unco EBPP Solution works seamlessly with our WaterWizzard® Customer Information Solution.

- ✓ Customer balances are updated daily.
- ✓ Payments are posted automatically.
- ✓ Automatic payments are drafted with no employee work effort.

HELPFUL – Unco’s business support team is there to

- ✓ Implement and test the website to ensure an error-free start.
- ✓ Assist you in customer communications to ensure a good return on investment.
- ✓ Answer questions as your employees interact with your customers.

AFFORDABLE - By partnering with Unco, a dealer minimizes

- ✓ Capital investment by customizing your site rather than developing a new site.
- ✓ Processing fees because the fees are based on our wider base of consumer accounts.
- ✓ Risk by using one of the industry’s most secure electronic payment portals available today.

WHAT’S THE NEXT STEP?

Let’s Talk. Unco’s Electronic Bill Presentment and Payment (EBPP) is exclusively available with our WaterWizzard® Customer Information Software. Our business support team will assist you with

- ✓ Customizing your dealership’s online billing website
- ✓ Developing customer-friendly email messaging used when delivering bills and confirming payments
- ✓ Encouraging customers to enroll and tracking enrollment to maximize return on investment
- ✓ Improving profitability through billing and payment automation.

Power the Sales Process

Start now to move sales productivity to the next level where managing the details matters.

Benefits for consumers:

- ✓ Quick response to inquiries

Benefits for company:

- ✓ Manage the life of an inquiry from start to finish with key performance data provided

The sales culture supported by Lead Tracking supports new business inquiries from many sources. Most companies have the following:

- Service personnel that will offer new solutions to existing customers or find new potential customers
- Full-time or part-time sales staff
- Office phone team dedicated to handling in-bound internet inquiries or phone calls
- Management team that offers new solutions



Lead Tracking allows all the inquiries to be recorded via email interfaces or on a manual basis. Follow up activities are assigned and scheduled so the chances to obtain new business from each unsold opportunity remains strong.

The overall sales success of transactions is recorded as orders take place, thus providing key sales performance reports. Lead Tracking can be configured so that each opportunity sold can be tracked to a lead source, helping to quantify the value of advertising dollars as well as individual performance.

Make the most of every opportunity.

Unco Data Systems, Inc. of Minneapolis provides an easy and affordable web-based software application to track every lead – from the point of inquiry through post installation follow up.

SOFTWARE THAT BENEFITS THE ENTIRE DEALERSHIP.

SALES:

- ✓ Track all inquiries from the initial point of contact through to the sales follow-up call.
- ✓ Maximize time by managing appointments and sales activities in a shared calendar.
- ✓ Create an online daily task list of next steps with every prospect.
- ✓ Connect 24/7 to sales database from wherever you have internet access.

OFFICE:

- ✓ Record every inquiry and capture key information needed for turning inquiries into appointments.
- ✓ Capture “3-Address Leads” from one customer move-out.
- ✓ Close in-house orders for salt and bottled water delivery.
- ✓ Automate the new customer follow-up process.

ROUTE/SERVICE:

- ✓ Create a route sales environment where each employee is accountable for lead generation.
- ✓ Organize upgrade and additional equipment opportunities.

MARKETING:

- ✓ Track results of advertising.
- ✓ Retain data on leads that didn't close for future contact.
- ✓ Implement sales follow-up programs to generate referrals and add-on orders.

MANAGEMENT:

- ✓ Manage employee performance with benchmark reporting of
- ✓ Lead generation by all employees and departments.
- ✓ Success rate of turning inquiries into appointments.
- ✓ Creative lead generation.
- ✓ Closing ratios for commissioned and hourly/piecework employees.
- ✓ Advertising Effectiveness.
- ✓ Implement compensation programs to reward productivity that exceeds expectation.

WHY SELECT UNCO DATA SYSTEMS, INC AS YOUR PROVIDER?

- ✓ **IT'S EASY:** We start with a water treatment dealer template that's been proven to net results, and we help you customize your database to fit the needs of your dealership.
- ✓ **IT'S FAST:** We can have your site up and operational in less than two weeks, with only a few hours of your time invested.
- ✓ **IT'S AFFORDABLE:** Low up front investment and reasonable monthly fee for software that stays up to date.
- ✓ **IT'S MANAGED:** Unco Lead Tracking is a web-based, hosted software application. Database back-ups, server maintenance and software upgrades are handled by the Unco team, so that your sales staff can stay focused on results.

Unco Data Systems, Inc., has a 40+ year history of providing customer information solutions to water treatment dealers nationwide. We understand your business. We speak your language. And we offer a 100% satisfaction guarantee.

NEED MORE THAN JUST SOFTWARE?

Capitalize on the lead, upgrade, and add-on opportunities that exist at every customer touch point. The staff at Unco Data Systems is ready to help:

- ✓ Implement a Sales Process that involves all of your employees in gaining new customers.
- ✓ Train employees on effective prospect management.
- ✓ Learn “best practice” techniques for handling inquiries and setting appointments.
- ✓ Use Benchmark Reports to manage employee performance.

WHAT'S THE NEXT STEP?

Let's talk. We'll schedule an online web-demo, conference call, or meeting. When you're ready, we'll provide you with an implementation schedule and a proposal, and with those simple steps, you're up and running on the best lead-tracking software available in the industry.

Scheduled Service and Efficiency

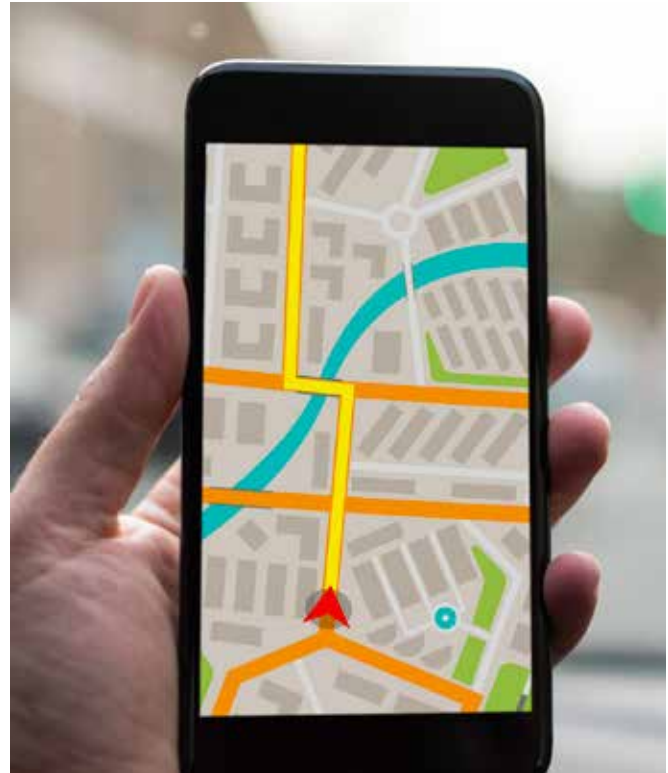
Keep customers satisfied with timely and accurate dispatched services, in a highly efficient manner.

Benefits for consumers:

- ✓ *Receive messages when the service/route person is en-route to your location and will arrive in as little as 5 minutes*

Benefits for company:

- ✓ *All cost related to paper handling and work scheduling are eliminated and employee productivity is increased*



Historically, the documents for scheduled deliveries have been single or multiple copies of computer printed documents. In some cases, a manual book system has been used so employees can work through their planned work each day. Navigator does away with all the printed paperwork and transfers the daily work files to supported platforms of smart phones. The daily effort for an employee that used to manually put their hard copy documents and daily work in order by hand becomes much simpler, significantly reducing work load for themselves and their office support staff. For products that require inventory control on a delivery truck or van, the daily reconciliation process is streamlined so that daily reconciliations take place in minutes rather than hours, in some cases.

Since the daily work records are managed by WaterWizzard and uploaded to supported smart phones, the stop-by-stop sequence of the daily work is provided by Navigator. This provides more time for employees to talk to more potential customers in a day, or provides the basis for daily work consolidation so company assets are managed in the most efficient manner. For dispatched service employees requiring service parts, the reporting of parts usage is also provided so accurate counts can be recorded for usage as well as inventory re-stocking.

A POSITIVE IMPACT ON YOUR ROUTE DELIVERY OPERATION

Implement Unco Navigator and realize that a small piece of technology can make a big impact on the effectiveness of your route delivery department.

SAVE TIME

- ✓ Eliminates manual ticket entry
- ✓ Interfaces with navigation software
- ✓ Captures customer signatures & emails receipts

Implementing Unco Navigator at your water treatment dealership can save your office staff data entry time, reducing overtime or redirecting work effort to servicing customers.

- ✓ Decrease office labor by 20-60 minutes per daily route.
- ✓ Eliminate time spent “going over” the day’s tickets.
- ✓ Driver receives turn-by-turn directions to each stop, eliminating the need to call for directions.
- ✓ Eliminate filing of signed delivery tickets by capturing customer signatures on the handheld device. Receipts can be printed or emailed.

REDUCE COSTLY ERRORS

- ✓ Data entry errors caused by misinterpreting handwritten tickets
- ✓ Pricing and sales tax automatically calculated
- ✓ Prevent misunderstandings between route employee intent and office employee interpretation

Errors are costly! When tickets are being handwritten and then entered into the computer system by another employee, mistakes happen.

- ✓ Eliminate data entry errors caused when the handwriting is difficult to read.
- ✓ Provide up-to-date price information based on promotions, quantity discounts, or customer contracts and calculate sales tax while on-site.
- ✓ Prevent misunderstandings between route employee intent and office employee interpretation.
- ✓ Truckload balancing improves accountability and inventory counts.

IMPROVE CUSTOMER SERVICE

- ✓ Enhance your route salesperson’s ability to serve their customers
- ✓ Synchronize data with WaterWizzard to add unplanned customer stops
- ✓ Supply up-to-date customer information

Unco Navigator will enhance your route salesperson’s ability to serve their customers.

- ✓ Synchronize data with WaterWizzard to allow unplanned customer stops to be added automatically.
- ✓ Provide instruction and delivery history so that a route salesperson knows what to do when

- ✓ a customer isn’t home.
- ✓ Supply up-to-date customer payment information.
- ✓ Temporarily reorder the day’s stops to accommodate a customer’s time-of-day request.
- ✓ Permanently reorder stops for better efficiency.

GO GREEN WITH LESS PAPER!

- ✓ Email or print pocket-sized receipts
- ✓ Replace boxes of archived delivery tickets with electronic storage

When you implement Unco Navigator’s mobile printer, you’ll:

- ✓ Reduce route delivery paper usage by 75% or more.
- ✓ Replace full sized tickets with emailed or pocket-sized receipt, reducing toner/ink costs.
- ✓ Switch from boxes of archived delivery tickets to easily accessible customer data.
- ✓ Reduce exposure to customer data.

Implement Unco Navigator and realize that a small piece of technology can make a big impact on the effectiveness of your route delivery department. The new technology will synchronize its data with WaterWizzard using Wi-Fi or cellular data connections without the need to return to the office and physically dock it with a PC.

SMARTPHONE TECHNOLOGY

Unco Navigator will allow you to make use of easily available and affordable hardware without the fear of hand held devices becoming obsolete. The application runs on an HTML5 platform, operating on your iOS (Apple), Android (Google), and Windows Mobile (Microsoft) devices.

WHAT’S THE NEXT STEP?

Let’s Talk. Unco Data Systems, Inc. understands the work environment of today’s route delivery operation, and has designed the handheld technology around your needs and budget. Call us to begin realizing how a small piece of technology can make a big impact on the effectiveness of your route delivery department.

CONSUMERS ARE EXTREMELY HAPPY

with the **UNCO DIGITAL NETWORK**



Advanced electronic notifications of service calls and deliveries equals peace of mind.



Paper stacks of bills and receipts are eliminated, saving time.



Consumers can be ready for your service personnel before they arrive, increasing satisfaction.



Timely updates of delivery and service work verifies performance and improves collections.

Ask how to convert your business to the Unco Digital Network. Trial plans* and references available.

SO WHAT'S THE BIG DEAL?

- When 50% or more of customers sign-up, you win with *less paper handling and printing cost!*
- You can realize productivity gains of 10% or more on the routes to drive *financial and growth performance.*
- Experienced, dedicated technology and business professionals will guide you to the *savings opportunities.*

**SAVINGS COULD ADD UP TO
\$5,000-\$100,000+ PER YEAR.**
**ASK US FOR A
PROFESSIONAL ASSESSMENT.**

Find out more by contacting us at

800-729-8626

We Help Your Business Flow Smoothly



UNCO
Data Systems, Inc.

*Subject to availability for qualified locations.

