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Customware Systems™

An Overview of INFOMANAGER V2.0™

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*A Windows Based Event Information
Management System for Entertainment
Agencies, Mobile Disc Jockeys, Karaoke
Jockeys, and Entertainers*



An Aid to Organization

Organizing all information related to an event will increase productivity and sales!

Think of this scenario...

Mr. Prospective Buyer calls Entertainment Company XYZ and requests information and pricing on services for an upcoming event. The salesperson for Entertainment Company XYZ furiously writes down the event and prospective client information and promises to send a packet of information. This same scene is repeated several times throughout the day and is one that you yourself have probably been a part of at one time or another.

The problem with this type of information gathering is the overwhelming potential for human error and for items to get lost or simply “fall through the cracks”. The end result could equate to missed opportunities or even lost business.

InfoManager helps organize your event related information. Now think of the same scenario but instead of writing event and client information on a piece of paper, the salesperson quickly enters the data into a computerized software application that immediately displays whether the date is already booked, what entertainment resources are available (both human and equipment), what current pricing for a customized event would be, and with the push of a button prints a complete event quote including cover letter to be mailed to the prospective client.

InfoManager is the software application that has been developed from the ground up as an easy-to-use Entertainment Information Management System to give you a competitive edge and increase your overall efficiency when accomplishing administrative tasks.

In the daily activities of collecting and sending information, a tool such as InfoManager can prove to be valuable. Once data pertaining to an event is entered into the program, it can quickly be referenced at any time for printing contracts, correspondence, invoices, reports and more.

InfoManager Components

How does InfoManager deliver this type of efficiency? It is through the major components of the program that you will be able to perform these same time-saving functions.

Daily Action Items Form

Any type of business is task driven and that holds true for the entertainment industry as well. As you communicate with clients and prospects throughout the day, you compile a list of "To Do" items. These items may include mailing event and company information, faxing contracts, scheduling a meeting with a bride and groom, obtaining rental equipment for an upcoming event, contacting an independent agent, etc. Whatever the task might be, it's important that you track when and how the task is to be accomplished.

High Priority Open Action Items

| Entry Date | Action Item | Due Date |
|------------|---|----------|
| 13-Nov-94 | Schedule Meeting (Pops) | 11/11/94 |
| 27-Feb-95 | Fax information packet (Sheryl Crow) | 2/25/95 |
| 13-Nov-94 | Place Follow-up Call (Berkshire) | 3/15/95 |
| 20-May-95 | Fax contract | 5/22/95 |
| 19-Jun-95 | Client Consultation - Meet at the Sheraton Grand, 8:00 pm | 6/30/95 |
| 25-Sep-95 | Call and get address | 9/21/95 |
| 20-Sep-95 | Call and get engagement details | 9/30/95 |

Open Action Items

| Entry Date | Action Item | Due Date | Days 'til Due |
|------------|------------------------------------|----------|---------------|
| 27-Feb-95 | Make follow-up call (Jack Milford) | 12/9/95 | 37 |
| 09-Jul-95 | Fax information packet | 12/14/95 | 42 |

Wednesday, November 01, 1995 3:43 PM InfoManager 2.0 - Entertainment Information Management System

Form View

Through the use of the Daily Action Items Form, you will be able to not only track those items to be accomplished but also tell how many days are left until each item's due date.

The Action Items Form can be set to open immediately when the program itself is open. This serves as a reminder screen to take care of high priority action items (those that are past the due date) before anything else.

Event Information Form

The Event Information Form is without a doubt the heart of InfoManager. It is with this one form that the majority of event information is stored. The form itself is divided into logical sections that represent client/prospect, event, and billing information.

InfoManager - [Event Information]

File Edit Window Help

Close Add Delete Print Setup Letter Contr Invc Spec Recpt Prnts Rfrsh Calc Avail GoTo IView Help

Client Info

Client: ☒ Client Type: Corporation Mailing Cat: Company

Organization Name: The Berkshire Group Contact Title: Manager

Sal, First, Last Name: Mr. Frank Johnson Work #: (214) 964-5564 Ext: 5455

Address: 1500 Stinson Avenue Ste. 503 Hm/Other #: (214) 458-5545 Ext:

City, Region, Pcode: Dallas TX 75752-9099 Fax #:

Country, Referral: Agency Account #: 1

Event Info

Confirmed: ☒ Billing Prev Next

Event Name: Berkshire Group Party Event Date: Saturday, April 29, 1995 Event #: 1

Event Type: Christmas Party Entertainer: Steve Buchanan Start Time: 4:30 PM

Loc, # guest: Main Ballroom 135+ Event Pkg: Premium Entertainment System End Time: 8:30 PM

Mobile Unit: Mobile Unit B Venue: Grand Kepenski Hotel Total Hours: 4

Contr Sent: 12/24/94

| Entry Date | Action Item | Due Date | Complete |
|------------|----------------------------------|----------|--------------------------|
| 13-Nov-94 | Place Follow-up Call (Berkshire) | 3/15/95 | <input type="checkbox"/> |
| 09-Jul-95 | Fax information packet | 12/14/95 | <input type="checkbox"/> |
| 25-Sep-95 | Call and get address | 9/21/95 | <input type="checkbox"/> |

Contr Recd: 3/31/95

SP: Todd Weeks

Wednesday, November 01, 1995 3:56 PM InfoManager 2.0 - Entertainment Information Management System

Record: 1 of 9

Form View

The Event Information Form provides easy access to event payments, invoicing, contracts, correspondence, venues, event packages, additional services, entertainers, client information and more. When using this form, the client's information (i.e. contact name, address, phone numbers, etc.) is **always** displayed at the top of the form and the bottom portion of the screen will toggle between event and billing information. This allows the user to quickly refer to this information when talking to a prospect or client on the phone.

As pre-sale prospective client information is entered, all printed materials including form letters for supporting a sale can easily be **generated with the push of a single button**. Once the sale for the event is made, a simple check in the *Client* field will designate the prospect has now become a client and the event related information can then be generated.

Venues and Event Packages

Two other components of InfoManager that interact closely with the Event Information form are the Venues and Event Packages forms. It is through these forms that you will be able to automate the assignment of regularly visited venues and dance halls as well as common event packages used in your services.

The Venues form is a straight forward means of tracking repeat venues that you visit regularly when performing at events. The form allows for complete tracking of multiple contacts associated (including phone numbers), detailed instructions on the location (including directions) as well as the ability to contain a scanned map of the venue's location (you can also create a map in a graphics program like Paintbrush).

Venues

Close Add Delete Insert Photo Help

Venue: Grand Kepenski Hotel Map:

Address: 1223 Beltline Road - Dallas

Primary Contact Name: Mr. Henry Bankston

Second Contact Name: Ms. Janet Reno

Primary Phone: (214) 554-9394 Ext. 434

Secondary Phone: (214) 558-9664 Ext. 435

Notes: The hotel is located at the corner of Beltline and the Dallas Parkway. From Interstate 635, go north on Dallas Parkway approximately 2.5 miles. Exit beltline and make a left (west) at the light, crossing over Dallas Parkway. The hotel will be immediately on the left.

Map: A hand-drawn map showing the intersection of Beltline and Dallas Parkway. A north arrow is in the top left. A box labeled 'Grand Kepenski Hotel' is located at the intersection. Interstate 635 is shown as a horizontal line below the intersection.

Record: 1 of 3

The Event Packages form allows you to setup packaged services your company offers to clients. This will aid in the automatic generation of an event contract, invoice and specification sheet to give to the entertainer(s). By having these defined beforehand, it's just a matter of click and select. Of course the default pricing of your services can be overridden for special offers or V.I.P. clients.

You also have the ability to charge tax on selected events based on the rates in your area. *All of these items are customized by you to suit your business needs.*

Event Packages

Close Add Delete Help

Package Name: Superior Entertainment System

Description: DJ, Sound System, Variety of Music, Lighting, Special Effects, Video Screens

Rate Calculation: ☐ Flat Rate ☒ Hourly Rate

Flat Rate: Min Hours:

Hourly Rate: \$150.00 OT Rate: \$75.00

Record: 4 of 5

The Check Availability Form

Another typical scenario for an entertainment company would be when a prospect calls wanting information on services and requests a particular date. In this case, a manual method of writing down event dates (either booked, pending, or otherwise) can easily become outdated. This problem grows exponentially given the more people in your office that act as salespersons.

Through the Check Availability form, you have at your disposal a listing of all events by date, the status of the event as well as additional event information that is always current and up-to-date. This will give you the ability to immediately respond to a prospects event date request.

Check Bookings/Availability

Close Rfrsh Help

Thursday, October 19, 1995

October 1995

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

| Event Date | Start Time | End Time | Entertainer/Talent | |
|------------|------------|----------|-----------------------|---------|
| 10/19/95 | 7:00 PM | 12:30 AM | The Dave Diamond Trio | Private |

Record: 2 of 2

The Address Book

Keeping up with business related contacts can become an arduous task for any company. This is certainly true in the entertainment industry. You may find that on any given business day you are dealing with equipment manufactures, dance halls, venues, hotels, catering companies, etc. Wouldn't it be nice to log all related information for those companies and contacts in a single program?

The InfoManager Address Book serves as a central repository for all your business and personal related contacts. The Address Book is divided into two major components: the Contact Address Book and the Company Address Book.

Not only can you catalog related information, but there's also the ability to automatically generate form letters or correspondence from either area of the address book.

InfoManager v2.0 - [Contact Information]

File Edit Window Help

Close Add Delete Print Letter Setup Tasks Rfrsh View Help

| | | | |
|-------------------|---|----------------|-----------------|
| Prefix, FN, LN: | Mr. Wayne Hanson | Go to Contact: | |
| Title: | Partner | Company: | Velvin & Hanson |
| Work Address: | Rt 5 | Work Ph, Ext: | (903) 675-4553 |
| City, Reg, PCode: | Harrold TX 75751 | Home Phone: | (903) 677-2398 |
| Country: | USA | Mobile Phone: | (903) 677-7989 |
| Home Address: | 667 Mockingbird | Pager Number: | |
| City, Reg, PCode: | Simpson TX 75488 | Fax Number: | (903) 675-8345 |
| Country: | USA | Email Address: | |
| Notes: | 4/23/95 [9:37 PM] - New address as of 7/1/95 will be Rt 6 Box 79 - Dallas, Tx 78788 | Birthdate: | 10/31/40 |
| | | Contact Type: | Family |
| | | Referred by: | |
| | | Occupation: | Civil Engineer |
| | | Spouse's Name: | |

| Entry Date | Action Item | Due | Complete |
|-------------|-------------------------|---------|--------------------------|
| 13-Nov-94 | Schedule Meeting (Pops) | 6/11/96 | <input type="checkbox"/> |
| * 02-Aug-96 | | | <input type="checkbox"/> |

Friday, August 02, 1996 12:38 PM InfoManager v2.0 - Entertainment Information Management System

You may have noticed in the previous screen shot that you can assign action items to contacts or companies that are entered in the address book. These action items are managed along with those associated with clients or prospects. This is an example of the tight integration of all the components of InfoManager.

MusicManager

Many entertainment companies that book Mobile Disc Jockeys, Karaoke Jockeys, or even live bands have the need to keep a significant amount of music in stock for use at any event. This inventory of music can quickly become unmanageable as your collection grows.

For instance, suppose that your company has purchased 3 copies of the “Animal House Soundtrack” on CD-ROM. All 3 copies have been given to Mobile DJs that work for you to use at various events. One of your clients for an upcoming event requests that “Shout” be played at her wedding. However, the DJ you have assigned to perform at her reception is NOT one of the DJs that has one of the original 3 copies. How would you know this?

MusicManager is a component of InfoManager that lets you track not only what albums (including CD-ROMs, tapes, etc.) you have in your music library, but also whom each album is currently assigned. This feature along with over 30 different MusicManager reports allows you to extensively track where your music is at all times.

InfoManager - [Album Entry]

File Edit Window Help

Close Add Delete Print Setup Copy Paste Help

Goto Album: Album Notes: Good fast dances with a line dance melody

| | | |
|-----------------------------------|-------------------------|--|
| Album Title: Brand New Man | Recording Label: Arista | Custom Recording Information Recording Date: Record Source: Record Quality: Noise Reduction: Album ID: 29 |
| Album Artist: Brooks and Dunn | Release Year: 1991 | |
| Location Code: Crate 1, Section 2 | Album Media: CD | |
| Library Unit: Mobile Unit B | Purchase Date: 2/27/95 | |
| Album Category: Country | Purchase Price: \$16.97 | |
| Album Sub-Cat: | Album Condition: Good | |

| Title | Artist | Location | Category | Sub-Cat | Track |
|-------------------------|-----------------|----------|----------|---------|-------|
| Brand New Man | Brooks and Dunn | C30B6 | Country | | 1 |
| My Next Broken Heart | Brooks and Dunn | C30B6 | Country | | 2 |
| Cool Drink of Water | Brooks and Dunn | C30B8 | Country | | 3 |
| Cheating on the Blues | Brooks and Dunn | C30B8 | Country | | 4 |
| Neon Moon | Brooks and Dunn | C30B8 | Country | | 5 |
| Lost and Found | Brooks and Dunn | C30B8 | Country | | 6 |
| I've Got a Lot to Learn | Brooks and Dunn | C30B8 | Country | | 7 |
| Boot Scootin Boogie | Brooks and Dunn | C30B8 | Country | | 8 |
| I'm No Good | Brooks and Dunn | C30B8 | Country | | 9 |
| Still in Love with You | Brooks and Dunn | C30B8 | Country | | 10 |

Record: 1 of 28

Form View

With MusicManager you can combine another add-in component called AssetManager that will allow you to print bar code labels for each piece of music media in your library and use a SKU gun to "check in/check out" pieces to employees or contractors. This same technique can be used for all assets of your company. For more information on AssetManager as well as other add-in modules for InfoManager refer to the Customware Systems Internet homepage at www.cwarenet.com or call 214.867.7729.

Assets/Inventory Form

Even though companies in the entertainment industry are service oriented, they sometimes maintain large inventories of tangible assets. Because of this, management of these assets should be top priority.

Especially for a small entertainment company the ability to recover from a catastrophic event such as theft or fire should not be overlooked. The Assets/Inventory form of InfoManager aids in the cataloging of those items including a scanned picture. All of this data will reside in your program for easy retrieval should the need arise.

Asset Entry

Close Add Delete Print Setup Insert Photo Help

| | |
|----------------------|----------------------|
| Asset Name: | Single cassette deck |
| Manufacturer: | Teac |
| Model Number: | V-285CHX |
| Serial Number: | 91726194 |
| Category: | DJ Equipment |
| Custom Eq #: | AAU1001 |
| Beginning Value: | \$79.00 |
| Depreciation Method: | MACRS |
| Depreciation Rate: | 0.8 |
| Current Value: | \$70.00 |
| Assigned To: | Mobile Unit A |
| Description: | |

Photograph:

Record: 2 of 24

If something happens that results in the loss of property you will be able to generate a complete report of exactly what items need to be replaced. Your insurance company will compensate you much faster because of the fact that you have provided them with a complete listing of each and every item in question - including photographs!

Accounts Payable/Accounts Receivable

No business management software application would be complete without the ability to track both incoming and outgoing funds. InfoManager has the ability to keep up with each through the use of the Accounts Payable and Accounts Receivable forms.

The Accounts Payable form is closely linked with the entertainers field of the Event Information form. This means that for each entertainer you assign to an event an associated payment record for that employee/contractor can also be generated. Each of those records will be found listed on the Accounts Payable form until they are marked "paid" at which time the records will be removed. There is also a running total of all outstanding payments.

| Accounts Payable | | | | | | |
|------------------------|------------|-----------------|-----------------------|-------------------------------------|--------------|--|
| Close Rfrsh | | Help | | | | |
| Event Date | Talent Fee | Talent Fee Paid | Entertainer/Talent | Event Name | Eve | |
| 5/6/94 | \$135.00 | | Jeff Bride | Crosby High 15 yr reunion | Class Reur | |
| 5/27/95 | \$150.00 | | Jeff Bride | Daughter's Wedding | Wedding R | |
| 6/10/95 | \$225.00 | | Steve Buchanan | Wife's 40th Surprise Birthday Party | Private Par | |
| 7/29/95 | \$50.00 | | Hank The Magician | Kids Birthday Party | Clown Ente | |
| 10/19/95 | \$125.00 | | The Dave Diamond Trio | Private Party | Fraternity/S | |
| 12/16/95 | \$150.00 | | Jeff Bride | Annual Party | Christmas F | |
| 12/23/95 | \$150.00 | | Robert King | Company Christmas Party | Christmas F | |
| * | \$0.00 | | | | | |
| Accounts Payable Total | | | | | \$985.00 | |

The Accounts Receivable form tracks those funds owed to you that are outstanding and have yet to be paid. As your company becomes busy during the holiday season, you could easily loose track of what clients have not paid their balances or even how much is indeed owed to your company.

To avoid these discrepancies the Accounts Receivable form tracks total funds due, payments made up-to-date, specific event information and more.

| InfoManager - [Accounts Receivable] | | | | | | | | | |
|-------------------------------------|------------|-------|-------------|----------------|-----------------|----------|------------|------------|--|
| File Edit Window Help | | | | | | | | | |
| Close Rfrsh Letter Prev Next Help | | | | | | | | | |
| Balance | Event Date | Hours | Hourly Rate | Event Subtotal | Additional Svcs | Overtime | Sub Total | Total Pmts | |
| \$20.00 | 6/10/95 | 6 | \$150.00 | \$900.00 | \$20.00 | \$0.00 | \$920.00 | \$900.00 | |
| \$193.00 | 5/27/95 | 4 | \$100.00 | \$400.00 | \$93.00 | \$50.00 | \$543.00 | \$350.00 | |
| \$482.50 | 5/27/95 | 4.5 | \$125.00 | \$562.50 | \$20.00 | \$0.00 | \$582.50 | \$100.00 | |
| \$518.00 | 4/29/95 | 4 | \$125.00 | \$500.00 | \$450.00 | \$50.00 | \$1,000.00 | \$482.00 | |
| \$370.00 | 12/16/95 | 4 | \$100.00 | \$400.00 | \$20.00 | \$0.00 | \$420.00 | \$50.00 | |
| \$0.00 | 5/6/94 | 5 | \$125.00 | \$625.00 | \$2.00 | \$0.00 | \$627.00 | \$627.00 | |
| | 7/29/95 | 1 | | | | \$0.00 | | \$50.00 | |
| | 12/23/95 | 4 | \$150.00 | \$600.00 | \$100.00 | \$0.00 | \$700.00 | | |

| | | | |
|----------------|---|----------------|--------------------------------|
| Organization: | Johnson Inc. | Event Name: | Daughter's Wedding |
| Contact: | Crow, Sheryl | Event Date: | Saturday, May 27, 1995 |
| Address: | 323 East Simmons Drive Plano, Texas 67787 | Location: | Local Bed & Breakfast |
| Customer Type: | Corporation | Event Package: | Enhanced Entertainment Sy: [v] |
| Work Ph #: | (214) 893-0499 | Venue: | Grand Kepenski Hotel [v] |
| Home Ph #: | | Mobile Unit: | Mobile Unit A [v] |
| Fax #: | (214) 899-3009 | | |

Record: 2 of 11

Form View

Conclusion

The end result for you and your company for using InfoManager is increased organization and subsequently increased sales.

Let's face it, our industry is driven by technology. "High tech" equipment is at an all time high in the marketplace. A single performer with a computer and keyboard/sequencer can produce music that could only once be done by several piece bands. Mobile Disc Jockeys and Karaoke Jockeys sometimes carry enough equipment to fill a small gymnasium including lighting, lasers, and effects. Computers have indeed made a mark in the equipment we all use to perform our jobs.

It's only natural that we also utilize the computer as a business management tool so that we can eliminate much of the paperwork that used to be generated when we did things manually. The software package to help drive this office automation is *InfoManager*.

When developing InfoManager, "ease-of-use" was always priority number one. As you have seen from the enclosed screen shots, all forms, components and areas of InfoManager have the same look and feel. This allows for a very small learning curve when learning how to use the program. In fact you will be up and running with the software and utilizing it's benefits within hours of installation.

Having been on the market as a commercial application for over 2.5 years, InfoManager has stood the test of time and is already in beta production for a third version to be released in the summer of 1997. Users from as far away as Australia have all taken advantage of the efficiency InfoManager brings to their business.

Should you want the program to be customized to fit your specific business needs, we offer customizing services at competitive rates. What this means is that the potential of this software is unlimited for the way you do business.

Different versions for different needs. If you are a single mobile disc jockey wanting to generate contracts and letters the *single user version* of InfoManager is the program for you. If you run a large entertainment company that books bands, clowns, magicians, etc. and have many computers in your office including a server and workstations, the *network version* of InfoManager is for you.

InfoManager grows as your business grows. Regardless of where you are now or where you want to be in the years to come, InfoManager is a software application that will grow with you and your company.