

Microsoft Dynamics™ CRM

VOX Wireless Local References

Vox

Microsoft Dynamics™ CRM



Worldwide CRM Partner of the Year

CRM Excellence

Local References



Local Support



Implementation
Excellence



Industry Specific
CRM Solutions



Sales & Marketing
Expertise

Vox Wireless
Creating people-ready businesses



Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Tel 425 882 8080
Fax 425 936 7329
<http://www.microsoft.com/>

January 13, 2006

Microsoft®

Mr. Jim Heaton
Vox Wireless Inc.
36 Glengowan Road
Toronto, Ontario, Canada M4N 1E8

Dear Jim:

I want to express my sincere appreciation for VOX Wireless' significant contribution to the launch of Microsoft Dynamics CRM 3.0 in December 2005. The work that VOX Wireless did on the Microsoft CRM 3.0 partner tool kit, including the enhancements to the MS CRM implementation methodology, the rapid implementation project plans, and the new tools related to the closed loop selling process and demonstration scripts, will benefit customers and partners alike.

Our customers have identified rapid implementation as one of the critical things they look when choosing a CRM vendor. Your implementation methodology will help them to achieve this. We are also very happy to note that you were named Microsoft Business Solution Worldwide "Outstanding New Partner of the Year" for 2005, and were a finalist in the Microsoft Sales and Marketing Excellence category.

Again, thank you for your contribution to this vitally important Microsoft initiative. I greatly appreciate your ability to "deliver on-time and within-budget." We believe in your potential for continued success in building a long list of Microsoft Dynamics CRM customers and references and will continue to assist many other Microsoft CRM partners achieve the same success you have.

Best Regards,



Srinivas Penumaka
Director CRM Marketing – Microsoft Dynamics CRM
Microsoft Corporation



Industry Specific Solutions

Vox understands that the only industry that matters to you is your industry. That's why there's no such thing as a generic CRM implementation from Vox. Our industry specific solutions and implementation teams are based on an in-depth knowledge of the CRM processes and needs that drive your business today and in the future.

This allows you to make better, more informed strategic decisions in the areas most important to you -- whether you want to gain a 360 degree view of your customers, or reduce inefficiencies throughout your company. And since Vox has been working with businesses like yours for years, we understand the demands of your industry.



Industry Specific Verticals served by Vox Today

Manufacturing

Amico Corporation
Bacardi Canada Inc.
Benjamin Moore US
CANAMPAC ULC
Cogent Power Inc.
Compagnie Parento Ltd.
Dynamic & Proto Circuits Inc.
Encom Wireless Data Solutions
Forming Technologies
Genesys Lab (formerly Voicegenie)
Husky Injection Molding Systems Ltd.
MREL Speciality Explosive Products Ltd.
Nikon Canada Inc
O.C. Tanner Recognition Co.Ltd
Patheon Inc.
Quadro Engineering Inc
Redline Communications
Rodenstock Canada Inc.
Semex Alliance
Simson-Maxwell
Treck Hall Limited
Weighpack Systems Inc.

Media & Communications

Pelmorex
Rogers Communications Inc.
Telecom Ottawa
Torstar Media Group/Toronto Star

Mining

Opta Minerals
Xstrata

Education

Northern Alberta Institute of Technology
The Hanen Centre

Insurance

The Boiler Inspection and Insurance
Company of Canada

Financial Services

Brookfield Asset Management Inc.
Calforex Foreign Currency Svcs
CI Investments Inc.
Clearsight Wealth Management
Creditron Inc.
Northwater Capital Management Inc.
Threshold Financial Technologies Inc.

Healthcare

HealthSource Plus
McKesson Medical Imaging Group Inc.
Milano Systems Inc.
Ontario Medical Association
Rodenstock Canada Inc.
The Hanen Centre

Business Services

Baby Portraits Ltd.
Basics Office Products
Belnor Engineering Inc.
Cimtek Automation Systems Ltd
Consumer Impact Marketing (CIM)
CTI Working Environments Inc.
Generation 5
Net Cyclops Inc.
Pareto Corporation
PricewaterhouseCoopers LLP
Procom Consultants Group
Prospects Influential

Legal Services

Legal Aid Ontario

Alberta - Oil Field Service

Simpson Maxwell
Collicutt Energy Services
Metegrity Software





Addressograph Bartizan
www.imprinters.com

August 23, 2004

Jim Heaton
President
VOX Wireless Inc
36 Glengowan Rd
Toronto, ON M4N 1E8

Re: Microsoft CRM Implementation

Dear Jim:

I am writing this letter to extend my thanks to your staff for a job well done. We have been live with Microsoft CRM for only a short time but we have already seen benefits that were not expected.

Addressograph Bartizan has over 150,000 customers in 122 countries around the world, as your implementation team can now attest to!! This makes us the world leader in the manufacturer of card imprinters.

With two order-entry systems and their respective databases, one of the key challenges AB faced every day was identifying which of our customers was on the other end of the phone. The integration of Microsoft CRM with these systems now provides a unified view of our customers and all of their related product and pricing order history. Our Customer Service and Sales team with Microsoft CRM are now able to quickly and efficiently respond to our customer's calls and orders. Our increased ability to mine our extensive database for additional business and cross-selling opportunities and manage our sales efforts is exciting!

Your implementation team is to be congratulated. The assistance provided from help with the required hardware environment through their skills and expertise in project management and change management were instrumental in getting to where we now are.

Sincerely,
Addressograph Bartizan

Dan Harrison
Vice President, Treasurer

171 Webster Road, Kitchener, ON N2C 2E7
Phone: (519) 893-4510 (800) 565-0551 Fax: (519) 748-9843



Benjamin Moore & Co. Limited
9393 Blvd. St. Michel
Montreal, Quebec H1Z 3H3
phone: 514-321-3330
fax: 514-321-7382
www.benjaminmoore.ca

February 18, 2005

Jim Heaton
President
VOX Wireless Inc
36 Glengowan Rd
Toronto, ON M4N 1E8

RE: Microsoft CRM Implementation

Dear Jim:

Benjamin Moore, known as **the Colour Experts**, is the leading Canadian paint manufacturer, a nation-wide source of information and advice on the use of colour in the home, the most popular of all brands of paint in Canada and also, according to a survey carried out by Readers Digest in 2002, the most trusted paint brand in Canada.

We came to VOX Wireless with the challenge of implementing Microsoft CRM for our Customer Service and Painting & Decorating Group. We had a very tight timeline in which to complete the integration. VOX's 30-Day Implementation was what we needed to get "Live" fast.

Your implementation team rose to this challenge. They were able to quickly grasp our business needs and implement an innovative solution for our Call Centre.

Microsoft is right in recommending VOX as their top Canadian Microsoft CRM Partner. Your experienced CRM staff were able to get us up and running on-time and on-budget.

We look forward to working with VOX on our 2005 Sales Automation roll out with Microsoft CRM.

Sincerely,

Benjamin Moore

Nathalie Doré
National Manager, Organizational Learning & Effectiveness

The Colour Experts





December 27st, 2006

Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Road
Toronto, ON M4N 1E8

Dear Jim,

I would like to thank you and your staff for leading Simson-Maxwell through the successful first stage implementation of Microsoft Dynamics CRM.

Founded over 60 years ago, Simson-Maxwell has grown into a highly respected vendor in three areas: 1) creating highly customized primary and back-up power solutions, 2) supplying parts for a wide array of engine and generator companies, and 3) providing top-notch service and preventative maintenance services. Our seven (soon to be eight) branches and extensive dealer network allows us to provide service to over 6000 regular customers both in Canada and around the world.

To fulfill our mission of service excellence, it has become necessary to find a platform from which to streamline our sales and service processes, to provide our service people with a more efficient way to plan service and preventative-maintenance work, and to create a common database in which to store our customer information. We have found that Microsoft Dynamics CRM is serving this purpose admirably.

Vox has proven to be invaluable in helping us with our implementation. Your strong project discipline and experience with the software kept us on track and on time for the first stage of our CRM implementation.

We are very happy with our decision to purchase Microsoft Dynamics CRM and to partner with Vox. We look forward to the next stage of our development in the upcoming year.

Sincerely,

A handwritten signature in blue ink that reads 'John Gregor'.

John Gregor

softchoice

173 Dufferin Street
Suite 200
Toronto, Ontario
M6K 3H7

Sales 416.588.9000
Fax 416.588.9001
1.800.268.7638
www.softchoice.com

February 23, 2005

Jim Heaton
President
VOX Wireless Inc
36 Glengowan Rd
Toronto, ON
M4N 1E8

Re: Partnership with VOX Wireless

Dear Jim:

This letter is to express how delighted we are with our partnership with VOX for the sales and implementation of Microsoft CRM.

Softchoice helps North American businesses and organizations of all sizes select, acquire and manage their software and hardware technology assets. Softchoice achieved the designation by Deloitte and CIBC as one of Canada's 50 Best Managed Companies in 2001, 2002, 2003 and again for the fourth time in 2004. Headquartered in Toronto, Softchoice currently has 460 employees operating from more than 30 branches across the U.S. and Canada.

VOX has proven that it has the commitment required to help our customers be successful with Microsoft CRM. Your 30-day implementation helps them to get up and running quickly so that they start seeing the benefits right away. Not only is VOX the #1 reseller of Microsoft CRM in Canada but VOX has helped Softchoice to become Microsoft #1 LAR for Microsoft CRM in Canada as well.

Thanks for your help. We look forward to a continued strong partnership with VOX in the future.

Sincerely,

Softchoice Inc.


Jennifer Meriano
Microsoft CRM Product Specialist



FALCONBRIDGE LIMITED

Queen's Quay Terminal
207 Queen's Quay West, Suite 800
Toronto, ON, Canada, M5J 1A7
Tel: 416-982-6952
Fax: 416-982-6960
www.falconbridge.com

January 13, 2006

Jim Heaton
President
VOX Wireless Inc
36 Glengowan Rd
Toronto, ON
M4N 1E8

Re: Microsoft CRM Implementation

Dear Jim:

Just wanted to tell you how pleased we are with the first phase of our implementation of Microsoft CRM. Your team was very professional and did a great job for us in a short amount of time.

Falconbridge Limited is a leading copper and nickel company with investments in fully-integrated zinc and aluminum assets. Its primary focus is the identification and development of world-class copper and nickel mining deposits. It employs 14,500 people at its operations and offices in 18 countries.

Our implementation was not without its challenges. Your Fixed Rate, Fixed Scope agreement was exactly what we need to reduce the risk to our organization. Your team of implementers really performed and overcame the challenges faced. We are anxious to get the system implemented in some of our other divisions in the coming months.

Thanks to you and your team for your help.

Sincerely,

Falconbridge Limited

Milorad Dubljevic
Manager, Applications-Web & Integration Solutions



www.tfsgroup.com

**Transport Financial Services
Limited**

Local: (519) 886-8070
Toll Free: (800) 461-5970
Fax: (519) 886-5214
Toll Free Fax: (800) 709-5214
Email: tfs@tfsgroup.com

February 12, 2004

Jim Heaton
President
VOX Wireless Inc
36 Glengowan Rd
Toronto, ON
M4N 1E8

Re: VOX Reference Letter

Dear Jim:

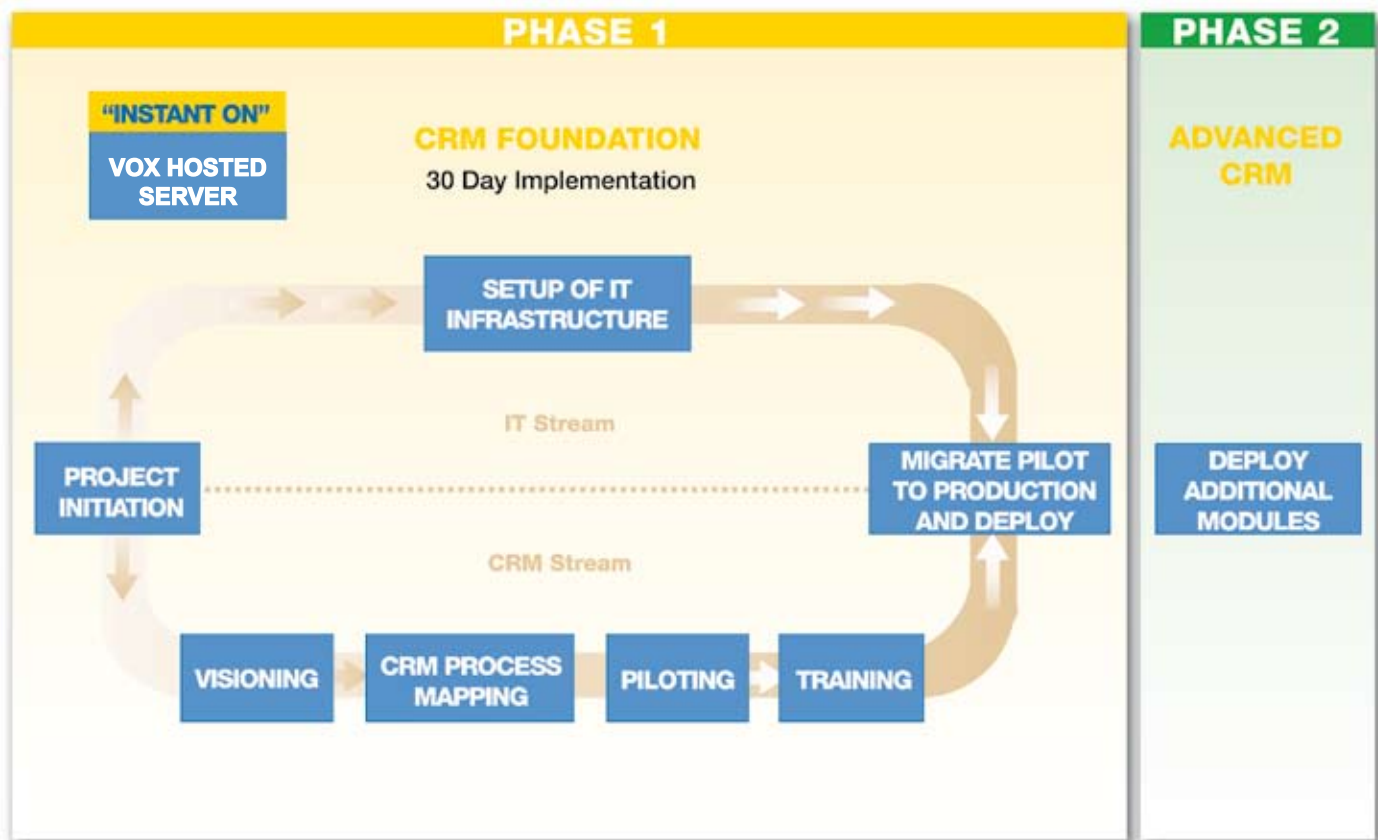
I wanted to write this letter to express my satisfaction with the VOX Software and your team of professional implementation specialists.

The TFS Group family of companies provide a full range of financial and operational services specific to the North American Truck Transportation Industry. TFS has been in business since 1974 and has serviced over 5000 trucking companies across Canada. The TFS Group of companies create a one-stop-shopping experience for the trucking industry. Our ability to provide a range of integrated services has been proven to save our clients both time and money.

We looked at several solutions but VOX was the only solution with the flexibility to meet our unique needs. TFS operates several unique services and companies under one roof. What we required was the ability to operate all of these individual companies with one telephone switch. In addition, mobile employees wanted the flexibility to receive their calls wherever they happened to be. VOX fulfilled these needs and we were able to keep our existing telephone switch which helped us to save a lot of money.

Thank you,

James Roes
Manager, Information Systems
TFS Group of Companies



Instant On

VOX Wireless delivers a ready-to-use Microsoft Dynamics CRM premise or hosted server. Your Company has immediate access to Microsoft Dynamics CRM to begin work. Your IT department works in parallel to get your production environment ready.

In addition, data from the simulation of your company, created during the sales, is loaded onto the pilot server. The result, you can begin training your employees Day 1 with realistic company specific data.

What our Customers Say:

"Remove the Implementation Risk"

VOX's 30-day implementation was what we needed to get "Live" fast.

– Nathalie Doré, National Manager, Organized Learning & Effectiveness, Benjamin Moore & Co. LTD.

I greatly appreciate your ability to "deliver on-time and within budget".

- S. Penumaka, Director CRM Marketing, Microsoft

"Your Fixed Rate, Fixed Scope agreement was exactly what we needed to reduce the risk to our organization. Your team of implementers really performed..."

- M. Dubljevic, Falconbridge Ltd.

"Microsoft Dynamics CRM 3.0 is exceptional, easily configurable, user friendly and has great integration capabilities with Outlook".

- Tanya McRoberts, ClearSight Wealth Management

30 Day Fixed Scope / Fixed Rate Implementation

Vox Wireless was selected from over 2,000 Microsoft Dynamics CRM implementation partners as Microsoft's World Wide CRM partner of the year. This was based upon the uniformly high quality of the initial implementations for their customers, and the ongoing excellent local service to their customers.

For VOX Wireless, our customers are our business. We are proud of our reputation. We deliver successful implementations quickly and provide outstanding customer service.

The VOX Wireless Professional Services group is made up of an extensive team of professionals who have many years of finance, manufacturing, and Information Technology (IT) experience in a variety of industries, providing the level of service expected from our client base. Such diverse and complementary skill-sets enable VOX Wireless to provide the mix of products and services demanded by today's highly competitive economy.

All consultants undergo rigorous training before becoming one of VOX Wireless' Certified trainers. Strong project management skills, dedicated people, and a proven approach have made us successful.

Our goal is simple, successful software system implementations on time... every time. From site review through installation, to user training, VOX Wireless will guide your organization through the transition of implementing a leading edge, fully integrated, Customer Relationship Management (CRM) system.

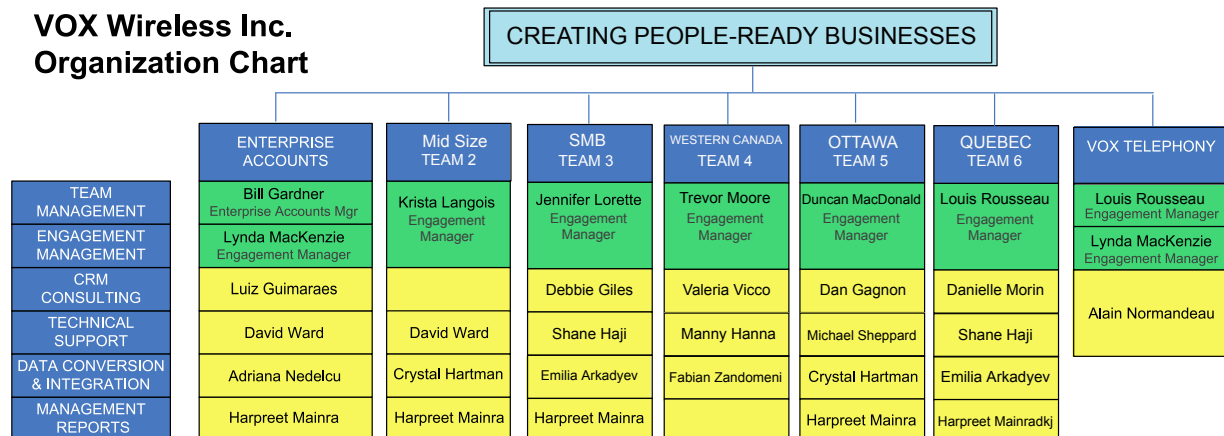
"We chose Vox Wireless because of the breadth and depth of experience on your team and their firm deployment schedule. Having specialized resources for CRM, Technical and Data consulting was a major factor in the decision to go with Vox. Other vendors we were considering did not have specialists in each of these areas. The experience on your team was appreciated, not only in their ability to deliver the project on-time and on-budget, but by assisting us with our infrastructure set up and deployment. Vox was able to meet the challenge and demonstrate its experience and excellence with our CRM Implementation."

- Bjorn Ramsvik, Rodenstock Canada

"We chose Vox Wireless as our Microsoft Partner based upon the breadth and depth of experience on the team as well as the positive feedback from other Customers regarding Vox's reputation of focusing on business processes first and IT solutions second."

- Steve Lachowski, Husky

VOX Wireless Inc. Organization Chart



Nurture Marketing	Sales	Microsoft Development	Finance & Administration
Reisha Ferguson	Steve Bowles Sales - ON	Jeff Porter Technology/Process Mgr	Blair Nixon CFO
Mary Kirkwood	Ken Priestman Sales - ON	Adriana Nedelcu	Shukla Kapoor Accounts Receivable
Linda Kerman	Kerry Wiebe Sales - AB	Management Support	Sharon Heaton Administration
Brit Mamoniw	Mark Hughes Sales - B.C.	Jim Heaton President	Open Technical Support
Sue Bellevue	Mark Richardson Sales - QC	Mary Ann Beattie Human Resources	
	Jean Yves Aube Sales - QC	Ed Michitsch Ops.Mgr. - Ontario	





CREDITRON



HealthSource Plus
Group Benefits • Administration • Wellness • Retirement
(Retirement Planning
Health Plans)

GENESYS
(Telephony)

FT FORMING TECHNOLOGIES INCORPORATED
(Software)

Redline communications
(Wireless Routers)

DAPC
DYNAMIC & PROTO CIRCUITS INC.
Manufacturing Innovation™
(Printed Circuit Boards)

Generation5
(Data Mining)



BASICS
(Office Supplies)

(Power Generation)

WEIGHPACK
SYSTEMS INC.
(Shipping)

CLEAR SIGHT™
Wealth Management for Advisors & Professionals
(Financial Planning)

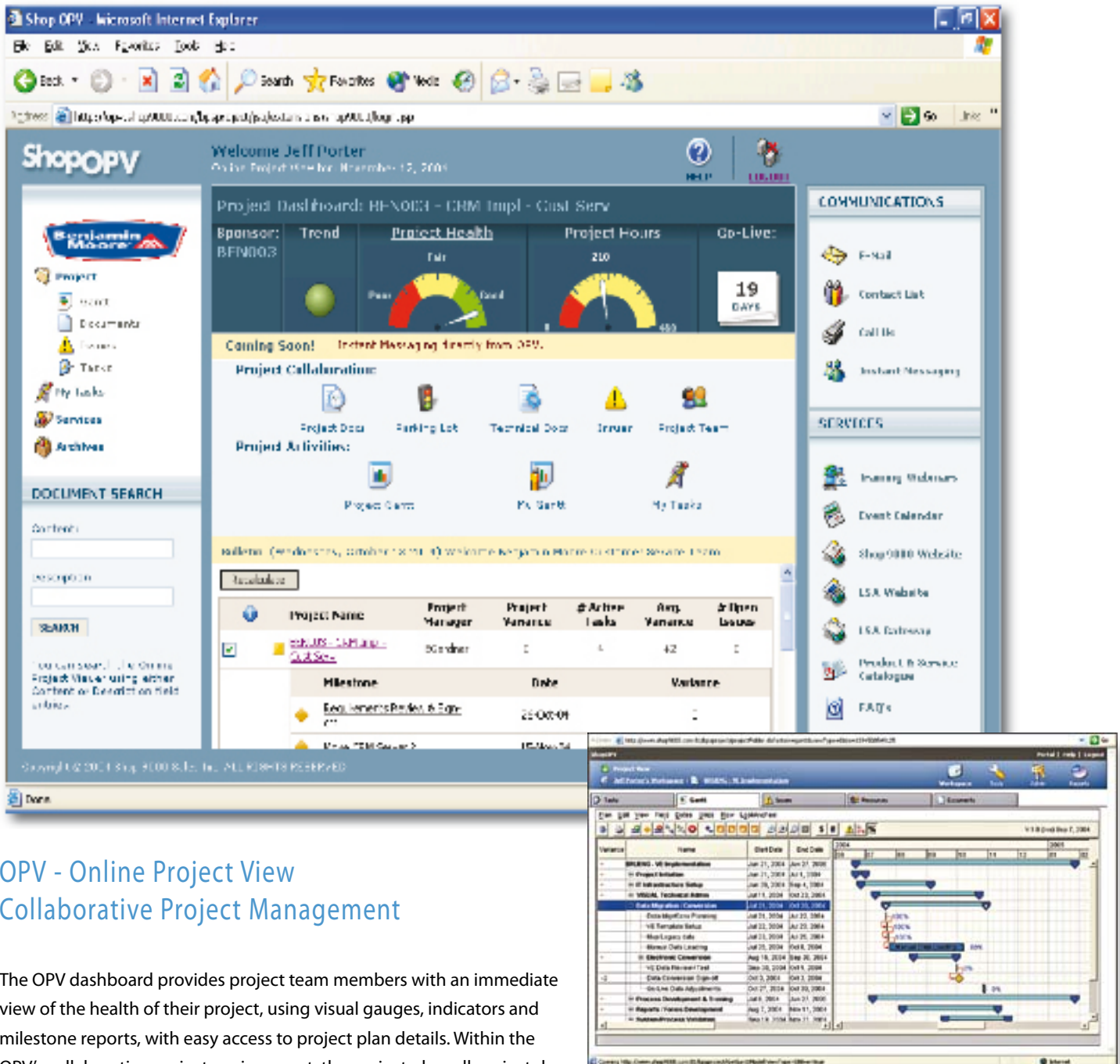


cogent
Altogether more powerful
(Electronics)



Procom
Procom Consultants Group

CRM Implementations are All About People and Change Management, Not Just Technology



OPV - Online Project View Collaborative Project Management

The OPV dashboard provides project team members with an immediate view of the health of their project, using visual gauges, indicators and milestone reports, with easy access to project plan details. Within the OPV's collaborative project environment, the project plan, all project documentation, and all project-related issues and lessons learned. Included in the project plan is a detailed list of project deliverables and schedules required for the planned project tasks.

The challenge in any project is to keep project team members informed of tasks and deliverables required, the status of each, and effective management of project documents and the issues that may arise. Successful projects require an engaged team that works, collaborates, and communicates effectively. Facilitating such an environment with formal methodologies and easy-to-use tools is the objective of the OPV.



Clearsight Wealth Management Inc.
200 Front Street West
Suite 2405, P.O. Box 21
Toronto, Ontario, M5V 3K2

T: 416-504-5004
F: 416-504-9896
Toll Free: 888-504-5004
www.clearsight.ca

October 24, 2006

Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Road
Toronto, ON
M4N 1E8

RE: Microsoft CRM Implementation

Dear Jim:

We would like to thank the members of your team for their expertise, guidance and commitment to ensuring our Microsoft CRM 3.0 system is functioning smoothly and configured correctly.

As you know, Clearsight Wealth Management Inc. is a full-service, retail brokerage firm offering investment and retirement planning solutions to members of university alumni organizations, professional associations and other selected affinity groups.

Prior to working with VOX, we had many problems with our previous CRM version 1.2 implementation, which was provided by other CRM vendors. We experienced ongoing network performance, stability issues and several configurability challenges. We were constantly accruing expenses for costly add-on products that were necessary requirements for this CRM version in order to customize the program to our needs.

VOX has been successful in solving all of the major issues we had with CRM version 1.2 and has effectively transitioned us to a more efficient CRM platform. VOX was able to upgrade our original, highly customized program to CRM version 3.0 which was an extremely challenging task.

We are now experiencing the productivity and efficiencies that we originally expected to receive. We are in excellent control of our marketing campaigns, lead management, client profiles and client relationships.

Microsoft CRM 3.0 is exceptional, easily configurable, user friendly and has great integration capabilities with Outlook.

We look forward to working with VOX on future phases as we extend Microsoft CRM functionality further into our organization.

Sincerely,

Tanya McRoberts
Lead Development Manager



Thursday, May 25, 2006

Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Rd.
Toronto, Ontario M4N 1E8

Dear Jim,

CIMTEK began to research leading Customer Relationship Management tools in the industry to support our growing business demands. We had short listed three CRM products but required a thorough understanding of the capabilities of each. In order to conceptualize the software features and integration with other software applications, CIMTEK received a recommendation to work with Vox Wireless.

Vox Wireless provided CIMTEK with numerous demonstrations of the MS Dynamics 3.0 product to allow involvement from different user groups within CIMTK. Each presentation was conducted with a consistent approach to the core functionality, unique features, user friendly interface and mobile capabilities, while balancing the needs of each user group.

CIMTEK engaged in a 30 day, fixed scope - fixed price statement of work that clearly defined the efforts and results for a CRM implementation.

Therefore I am writing this letter to thank the Vox project team for leading a successful implementation of Microsoft Dynamics CRM. Each of the project team members from Vox Wireless provided a professional approach to our needs by balancing the industry standards for a CRM implementation.

One of our key challenges was user adoption. Vox brought their skills to the table which allowed us to approach the business requirements in a simplified but yet powerful way to gain user adoption. Vox subject matter experts clearly articulated the best approach for configuration when mapping our sales process to the MS Dynamics CRM tool. The impact that CRM has made on our day to day activities is readily apparent and we have an immediate user acceptance level.

When we started this project we imposed a tight timeline on the project in order to deliver a high user acceptance level which drives the sales forecast report. Vox was able to meet the challenge and demonstrate their experience and excellence in CRM implementations.

Sincerely,

Karen Bramer
Director IT/IS



The Boiler Inspection and Insurance Company of Canada
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Tel: (416) 363-5491 Fax: (416) 363-0538 corporate@biico.com www.biico.com

September 26, 2006

Mr. Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Rd.
Toronto, ON
M4N 1E8

Dear Mr. Heaton,

I am writing to thank you and your staff for leading our team through a successful implementation of Microsoft 3.0. Phase 1 which was initiated as a pilot project at our Toronto Branch has been successful. We are confident that over the next 12 months, our efforts will continue to pay off and set a standard for the other territories of our marketing team.

We thank Mr. Ken Priestman and Ms. Jennifer Lorette for having initiated a summary closing meeting on September 26, 2006 showing they value our constructive feedback and appreciate our words in person.

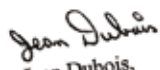
We enjoyed working with your team. Ken has been very patient with us before the deal was finally put together. Jennifer was a great "Project Leader", and it is too bad we did not see her at all times because we felt that she always had the answers to our questions. Although Scott Cann was a new on board, he was also a very knowledgeable consultant.

Shane Haji of your IT group worked well for the setup of the server, and the implementation went very quickly.

Our immediate plans are to have Vox design some key reports, while we also intend to be proficient using Excel pivot tables. From there we plan to move into Phase 2 that will include extending CRM to the other Toronto Branch Sales Reps & internal marketing Reps, learn Formal Marketing Campaigns, automate workflow and sales process and extend CRM onto the Blackberry. Assuming all goes well, our plan is to extend MSCRM across the Canada.

Overall, we have enjoyed working with the people at Vox and would not hesitate to recommend your firm and your people.

Thank you all, best regards,


Jean Dubois,
Toronto Branch Manager



Information Services Division
T307, 11762 - 106 Street NW
Edmonton, Alberta, T5G 2R1
Telephone (780) 471-8624
Fax (780) 491-3083

January 24, 2007

Kerry Wiebe
Alberta Account Manager
VOX
36 Glengowan Road
Toronto, Ontario M4N 1E8

Dear Kerry,

The Northern Alberta Institute of Technology (NAIT) is a modern, multi-campus educational institution located in Edmonton, Alberta. Established in 1962, NAIT has become a highly regarded educational leader with a distinguished record of accomplishment and a global reputation. NAIT's primary business is to provide technology based career education, and to provide employers with a source of highly skilled, job-ready graduates. NAIT currently serves some 8,500 full time students, 9,500 Apprenticeship Students, and 40,000 Continuing Education on an annual basis.

Working in the Information Services Division for NAIT we have had the opportunity to work with many Consultants and we found "Team VOX" (Krista, Adrianna and Dave) to be simply outstanding.

The Team possessed great technical knowledge and were subject matter experts. Above and beyond expectations they were Facilitators, Presenters, Researchers, Reporters, and most importantly... they were Educators!

NAIT's initial engagement with VOX required a proof of concept for the MS CRM 3.0 Product by setting up a Demonstrator Initiative as outlined in our Statement of work.

The Demonstrator Initiative for MS CRM 3.0 was a successful and positive experience for NAIT.

We look forward to working with VOX on our implementation.

Thank you Team VOX,

Jason Michael
Technical Analyst, Information Services
Northern Alberta Institute of Technology

HUSKY

Keeping our customers in the lead

November 30, 2006

Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Road
Toronto, ON M4N 1E8

Dear Jim,

We would like to express our appreciation for the efforts of you and your staff in providing substantial support and guidance to Husky as we successfully complete the initial stages of our implementation of Microsoft Dynamics CRM.

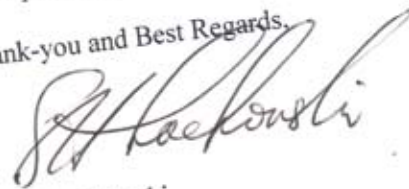
Husky Injection Molding Systems Ltd (www.husky.ca) is a global supplier of injection molding equipment and services to the plastics industry. With one of the broadest product lines in the industry, customers use Husky equipment to manufacture a wide range of plastic products including bottles and caps for beverages, containers for food, automotive components, and consumer electronic parts.

The goal for Husky, with respect to CRM, was to identify and choose a system that would integrate, on a global scale, to Husky's Configuration, Order Management and Baan back office to improve both sales efficiency and effectiveness. Once the initial roll-out of Microsoft Dynamics CRM is completed, with Asia scheduled for Q1, 2007, Sales, Marketing, Manufacturing and Finance teams will utilize the Microsoft Dynamics CRM tool globally to consolidate customer and forecast data to a single location.

Our requirements for selecting Microsoft Dynamics CRM encompassed the ease of use, Outlook integration, and the ability to easily adapt the software to our business processes.

We chose VOX Wireless as our Microsoft Partner based upon the breadth and depth of experience on the team as well as the positive feedback from other Customers regarding Vox's reputation of focusing on business processes first and IT solutions second. The Vox team, lead by Peter Bolger, has reinforced that reputation and our choice of Vox through their commitment to ensuring Husky has a fully functioning Microsoft Dynamics CRM platform, integrated to our sales configuration, that we could implement globally.

Thank-you and Best Regards,



Steve Lachowski
VP Regional Development



Kara Farnsworth
Project Manager



August 30, 2006

Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Rd.
Toronto, Ontario M4N 1E8

Dear Jim,

I would like to thank you and your staff for leading Rodenstock Canada Inc. through a successful implementation of Microsoft Dynamics CRM. Rodenstock has set the standard in vision technology for more than 125 years. We were one of the first optical companies to develop progressive lenses 25 years ago. Today, we are still leading the world in optical developments. Rodenstock prides itself in quality German lenses and frames. From start to finish, research to development Rodenstock is involved 100% of the way in the production of its products.

The primary purpose for selecting Microsoft Dynamics CRM for Rodenstock was to empower our sales and marketing teams to become more knowledgeable about our customers. Rodenstocks' customers represent Optical Laboratories, Opticians and Optometrists. One of our challenges was to be able to track who our end lens customers were through the Optical Laboratories. We needed some way to capture which Optical Laboratory the Optical Professionals work with which in turn would allow us to gain new customer opportunities. With Microsoft Dynamics CRM we are able to capture important data at a customer level right down to types of lens and frame products each of our customers purchase from us. With CRM we have a centralized database of our customers and contacts and are able to manage and track sales activities, communications and customer visits for our sales teams. Also key to our success is our sales staff's acceptance and utilization of the system due to the ease of the system and the tight integration with Outlook.

We chose Vox Wireless because of the breadth and depth of experience on your team and their firm deployment schedule. Having specialized resources for CRM, Technical and Data consulting was a major factor in the decision to go with Vox. Other vendors we were considering did not have specialists in each of these areas. The experience of your team was appreciated, not only in their ability to deliver the project on-time and on-budget, but by assisting us with our infrastructure set up and deployment.

Vox was able to meet the challenge and demonstrate its experience and excellence with our CRM implementation.

Sincerely,

Rodenstock Canada Inc.


Bjorn Ramsvik
Managing Director



Compagnie PARENTO Limited
Manufacturers of Perfume Compounds Since 1932

16 CURRY AVENUE • TORONTO • ONTARIO • CANADA • M4B 1X7
TEL: (416) 751-5100 • FAX: (416) 751-5141 • E-MAIL: PARENTO@PARENTOLTD.COM

July 31, 2006

Jim Heaton
President
VOX Wireless Inc.
36 Glengowan Rd.
Toronto, Ontario M4N 1E8

Dear Jim,

I'm writing to thank you and your staff for leading Compagnie PARENTO Limited through a successful implementation of Microsoft Dynamics CRM. Compagnie PARENTO Limited has over 60 years of experience in the creation of fragrance compounds for cosmetics, fine fragrances, toiletries, soaps, air fresheners, candles, detergents and industrial cleaning products, as well as a multitude of other related applications. We pride ourselves on providing fast reliable service world wide.

The overall goal of the Microsoft Dynamics CRM software for Compagnie PARENTO Limited was to empower our users to become more knowledgeable about their customers. One of our challenges was to be able to track new or existing fragrances against customer accounts. With Microsoft Dynamics CRM we are able to capture fragrance samples and attach quotes to our customer records. We now have a centralized database of our customers and contacts and are able to manage and track activities and communications. Microsoft Dynamics CRM provides for the ability for Compagnie PARENTO Limited to share that information within our organization. Also key to our success is our sales staff's acceptance of the system. A major reason for this is the system's overall ease of use and its tight integration with Outlook. We are excited about our discussions with your team on extending the use of CRM by rolling out the system on our mobile devices, developing marketing campaigns and high expectations on furthering our sales efficiency.

The experience of your team was appreciated, not only in their ability to deliver the project on-time and on-budget, but by sharing their knowledge of best practices for our sales department. The local Vox technical staff came through with a thorough analysis of our legacy data and their ability to migrate a disparate set of data sources into our new CRM system.

Vox was able to meet the challenge and demonstrate its experience and excellence in CRM implementations.

Sincerely,


Justin Quigg
Compagnie PARENTO Limited
General Manager

MEMBER

C.F.M.A.

Manufacturer Credits Microsoft Dynamics CRM for Improvements in Sales and Customer Service

Manufacturer Credits Microsoft Dynamics CRM for Improvements in Sales and Customer Service

“Within the first week of making the Microsoft Dynamics CRM application available, it was like someone put additional lights into a light fixture and the place just brightened up.”

– Dan Harrison, Vice President and Treasurer, Addressograph Bartizan

Like most companies that sell a product that has reached the maturity stage, Addressograph Bartizan, the world's leading provider of credit card imprinters, sought to broaden its sales mix by selling additional complementary products to its existing customers.

However, the company's efforts were hampered by a pair of legacy systems that didn't provide easy access to customer information. In addition, the company lacked a centralized location for customer data, which often led to inefficient customer service and missed sales opportunities.

With the assistance of its Microsoft Certified Partner, VOX Wireless, Addressograph Bartizan implemented Microsoft Dynamics CRM. As a result, the company is realizing many benefits, including ready access to customer information, faster order processing, increased sales, and higher job satisfaction levels.

SITUATION

Addressograph Bartizan, with sales offices in the United States, Canada, and the United Kingdom, and with a manufacturing plant in Kitchener, Ontario, Canada, is the world's leading provider of credit card imprinters, which are devices used by merchants to capture credit card data during the sales process. While Addressograph Bartizan in the past year has sold imprinters in 122 countries worldwide, the product line has reached the maturity stage of its life cycle. In many regions, especially North America, imprinters have largely become a backup to electronic point-of-sale systems.

With imprinter sales slowing, Addressograph Bartizan sought to focus additional resources on selling supplies related to the sales-capture process, such as sales vouchers, ink rollers, and card-reader cleaners. Unfortunately, Addressograph Bartizan's efforts were constrained by a pair of legacy systems that didn't provide easy access to the information the company needed about its 50,000 customers. The company's primary business software solutions consisted of a legacy Qantel ERP system that dated to the early 1980s and a home grown database system used primarily for data capture and order entry.

Because information was stored in various places—including legacy systems, paper files, and personal databases—the company experienced difficulty finding and retrieving customer data. After taking an incoming call, Addressograph Bartizan's sales representatives often had to put down the phone, get up from their desks, and either retrieve paper files or access one or both of the company's order entry systems to learn more about the caller. Even then, the process was cumbersome and time-consuming. “Our legacy system only allowed an alpha search on the customer database, and our supplemental system only added the ability to sort on customer number and city,” says Dan Harrison, Addressograph Bartizan's Vice President and Treasurer. “In a database as large as ours, these searches returned many records and were very ineffectual.”

In addition, Addressograph Bartizan's customer service representatives spent

so much time manually tracking down customer data, they often missed prime opportunities to upsell or cross-sell additional products to callers. And because of the lack of centralized customer data, Addressograph Bartizan was unable to perform outbound telemarketing to its customer base.

Addressograph Bartizan set several criteria for selecting a new customer relationship management system. The new solution had to be user-friendly, be able to import data from the company's legacy systems, and provide a centralized location for all customer information. It also needed to be accessible to the company's U.K. sales office and its remote sales people in the U.S. In addition, the solution had to help Addressograph Bartizan mine its database for information that could be used to increase sales of imprinter-related supplies. The latter requirement was particularly important because it would allow Addressograph Bartizan to broaden its sales efforts by creating a telemarketing department. “We wanted to be able to look at customers who hadn't bought related supplies lately so we could proactively sell to them—as opposed to just waiting for them to call us,” Harrison says.

SOLUTION

Addressograph Bartizan evaluated a number of solutions in addition to Microsoft Dynamics™ CRM. The company looked at Salesforce.com, but found it too expensive and wasn't willing to turn over its critical customer data to a third party. “The 50,000 customers we have in our database are our company's most valuable asset,” Harrison says. “We wanted total control and security of that asset.” The company also looked at ACT!, and Maximizer, but found neither to be as full-featured as Microsoft CRM.

The company called on VOX Wireless, a Microsoft Certified Partner based in Ontario, Canada, to assist in all phases of the Microsoft Dynamics CRM implementation, from process mapping to software optimization, piloting, training, data migration, and deployment.

VOX used Scribe Insight, from Scribe Software, based in Bedford New Hampshire, to capture Addressograph Bartizan's legacy data and migrate its 50,000 customer records and 180,000 historical transactions into Microsoft Dynamics CRM. “The process took approximately one week and went relatively smoothly,” says Peter Bolger, Vice President of Sales and Marketing at VOX Wireless.

VOX deployed Microsoft Dynamics CRM Sales Professional, which sits atop Addressograph Bartizan's existing Qantel ERP system. When customer orders are received, they're entered into the Qantel system. Then, each night, Scribe Insight automatically imports the updated information into Microsoft CRM.

Customer information is available to Addressograph Bartizan's 27 Microsoft Dynamics CRM users, who represent virtually every department of the company. For example, the company's engineering department uses Microsoft Dynamics CRM to ensure that orders are configured properly. “An imprinter is like a car,” Harrison explains. “You need to specify all the options you want it to include, such as colour, company logo, and myriad other features.” Using Microsoft Dynamics CRM, the company's engineering department ensures that a customer's imprinter is manufactured with the exact features specified.

In addition, Addressograph Bartizan's finance department uses Microsoft Dynamics CRM to track the creditworthiness of potential customers. The company's sales representatives use it to pursue leads and monitor sales progress. The customer satisfaction department uses Microsoft Dynamics CRM to track, follow up on, and solve customer service issues. And the company's marketing department uses it to manage programs for developing new leads and new marketing initiatives to existing customers.

Manufacturer Credits Microsoft Dynamics CRM for Improvements in Sales and Customer Service

BENEFITS

Addressograph Bartizan began reaping the benefits of Microsoft Dynamics CRM almost immediately. "Within the first week of making the Microsoft Dynamics CRM application available, it was like someone put additional lights into a fixture and the place just brightened up," says Harrison.

Other benefits Addressograph Bartizan is receiving include the following:

Speedy Customer Lookups

Unlike searches performed in Addressograph Bartizan's legacy systems, Microsoft Dynamics CRM allows the company's customer service employees to perform searches on any data field, such as a phone number or ZIP code. As a result, employees are able to identify callers and immediately see their order history and other pertinent information on the screen in front of them.

Faster Order Processing

With rapid access to customer information, Addressograph Bartizan is now able to process three to four orders in the time it previously took to process one. "Microsoft Dynamics CRM has boosted the efficiency, organization, and professionalism of our customer service order desk," Harrison says.

Increased Cross-Selling Opportunities

In addition, with up-to-date customer information at their fingertips, Addressograph Bartizan's customer service employees know precisely which product customer are currently using—and which related supplies they may need. With that information, they can quickly cross-sell additional materials to incoming callers.

Broadened Sales Efforts

In conjunction with the Microsoft Dynamics CRM implementation, Addressograph Bartizan created an outbound sales department that is currently staffed with three telemarketing professionals. "Prior to having Microsoft Dynamics CRM, we just waited for the phone to ring," Harrison says. Armed with customers' product usage information from Microsoft Dynamics CRM, Addressograph Bartizan can now predict when customers are running low on imprinter-related products. The company's telemarketers then follow up with those customers with offers on the materials they need.

So far, the results have been impressive: Addressograph Bartizan's telemarketers are placing an average of 3,300 outbound calls per month, with approximately 10 percent of those calls resulting in sales. By comparison, a sales rate of 1 to 2 percent is generally considered very good in telemarketing circles. Harrison credits Microsoft Dynamics CRM with helping fuel the success of the telemarketing initiative. "By using Microsoft Dynamics CRM, we quickly know what product the company is using, when they're about to run out of it, and who the right contact person is," Harrison says.

In addition, Microsoft Dynamics CRM is helping Addressograph Bartizan expand its sales efforts by providing the company's sales representatives in the U.K and U.S. with remote access to customer account data and sales history. In the past, this information was available only in paper-based form.

Increased Job Satisfaction

Microsoft Dynamics CRM has helped boost the job satisfaction of many Addressograph Bartizan employees, especially those on the customer service staff. "With Microsoft Dynamics CRM, they're a happier group," Harrison says. "They're much less stressed because they finally have the information they need. That makes their job easier."



Addressograph Bartizan
www.imprinters.com

Addressograph Bartizan: A Case Study

Country or Region: Canada

Industry: Manufacturing

Customer Profile

Addressograph Bartizan, with sales offices in the United States, Canada, and the United Kingdom, and with a manufacturing plant in Kitchener, Ontario, Canada, is the world's leading provider of credit card imprinters. The company was formed in 2001 with the merger of three competing companies, and has about 90 employees.

Business Situation

Addressograph Bartizan sought a customer relationship management solution that could centralize customer data, help identify the needs of incoming callers, increase sales, and decrease order processing times.

Solution Description

Addressograph Bartizan deployed Microsoft Dynamics™ CRM and Scribe Insight to meet its needs for centralized information about its customer base.

Benefits

- Able to place 3,300 outbound sales calls per month
- 10% sales rate on telemarketing calls
- Able to process orders 3-4 times faster
- Increased job satisfaction



Industry Recognition

Microsoft Dynamics CRM – World Wide Partner of the Year



2006 WINNER
Worldwide CRM
Partner of the Year

2006 FINALIST
Sales and Marketing
Partner of the Year

2005 WINNER
New Partner of the
Year

Local Support

Customer Recognition

"We took the VOX 30 day challenge and you should too."

– Nathalie Doré, National Manager, Organized Learning & Effectiveness, Benjamin Moore & Co. LTD.

"Not only is VOX the #1 reseller of Microsoft Dynamics CRM in Canada, but VOX has helped Softchoice to become Microsoft #1 LAR for Microsoft Dynamics CRM in Canada as well."

– Jennifer Meriano, Microsoft CRM Product Specialist, Softchoice Inc.

Industry Recognition

Deloitte.
Technology Fast 50
2005 FINALIST
Companies to Watch



38
Canada's Emerging
Growth Companies

Enterprise Software Buying Criteria

1st Time	2nd Time	Criteria
1	5	Price of the Software
2	9	Ease of Implementation of the Software
3	8	Ease of Use
4	3	Software's Ability to Fit the Business
5	7	Functionality of Software
6	10	Software Works with Existing Hardware
7	4	Growth Potential of Software
8	1	Level of Support of the Solution Provider
9	6	Quality of Documentation
10	2	Vendor's Track Record of Performance

Based on the results of a study by Deloitte and Touche comparing the criteria used by companies selecting software. The first column shows the priority order of criteria the first time companies went through the process and the second column shows the priority order after the system was completed. The time to benefit for Microsoft's world-class Dynamics CRM solution hinges on picking an implementation partner that can ensure successful delivery. Vox Wireless, as Microsoft's Global Partner of the Year in 2006, consistently delivers on that #1 criteria, Level of Service and Support. Partnered with Microsoft and the fastest-growing CRM product in the world, Vox delivers a fast, and on-going, return on your investment. Vox consistently delivers on the # 1 and # 2 criteria listed above for customers selecting CRM software (Level of Service and Support, and the Vendors track record of performance on this.)



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