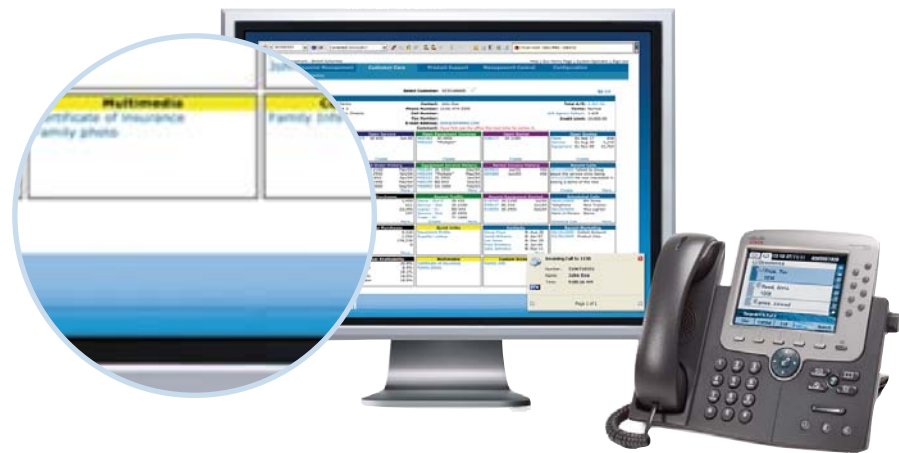


PFW IntelliDealer.

CTI Desktop 3.0

Greet callers by name, access their main records and more



Key Features

- CTI Desktop 3.0 manages calls right from your desktop
- Call customers right from inside PFW IntelliDealer with the Click-to-Call feature
- Opens PFW IntelliDealer's Customer Portal each time a call comes in

CTI (Computer Telephony Integration) allows you one more way to gain an advantage over your competitors by tapping into the power of converged voice and business applications.

CTI integrates your ADP Network Phone to your most powerful application—PFW IntelliDealer—to help you deliver exceptional customer service. CTI lets your dealership employees:

- Have rapid and immediate access to the caller's customer record in IntelliDealer's Customer Portal even before the call is answered
- Make a personal connection to your customers—know or remember them immediately
- Use incoming phone data to look up customer information in multiple business applications
- Push critical customer contact, lead, and task information into your critical business applications, such as Customer Care
- Dial customers directly from PFW IntelliDealer

PFW can't answer the phone for you, but we can equip your dealership employees with the information they need to handle calls to your high standards of customer service.

Screen Pop

CTI is an ADP-developed utility that monitors incoming calls and collects caller ID digits in order to retrieve customer information from your PFW IntelliDealer system.

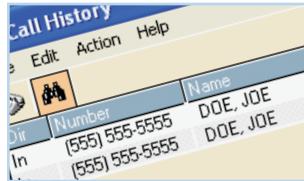


CTI displays the customer name in a small screen pop that appears as the phone call rings at your desk, allowing you to greet the caller by name. By clicking on this window, you are taken to the main record for the customer in the application of your choice. You can also log calls as leads or new tasks in Customer Care—directly from the screen pop.



Click-to-Call

Increase employee productivity by quickly and accurately calling customers from any customer record in your DMS. Never miss-dial with "Click-to-Call"!



Call History

Use Call History to access a complete log of the calls received and sent from any phone, as well as use the integrated click-to-call feature to quickly call customers back.

System Requirements

- Windows® Vista Business, 2000 or XP Pro SP2 Operating System
- Processor and memory size based on Operating System recommendations (or greater)
- Internet Explorer 5+
- Ethernet Ready
- IBM® Power6™ recommended, scaled by number of users
- 8 GB RAM for server or greater, depending on number of users
- VPN access to server via Internet
- 512 Kbps remote store connection, determined by number of devices
- Current PFW system release
- Current IBM OS release
- LANSAS® License

Request More Information

If you would like more information, please visit www.pfw.com or contact our Sales Team at (519) 474-3300 ext. 230 or sales@pfw.com.