



SCORE CRM

A WHOLE NEW BALL GAME

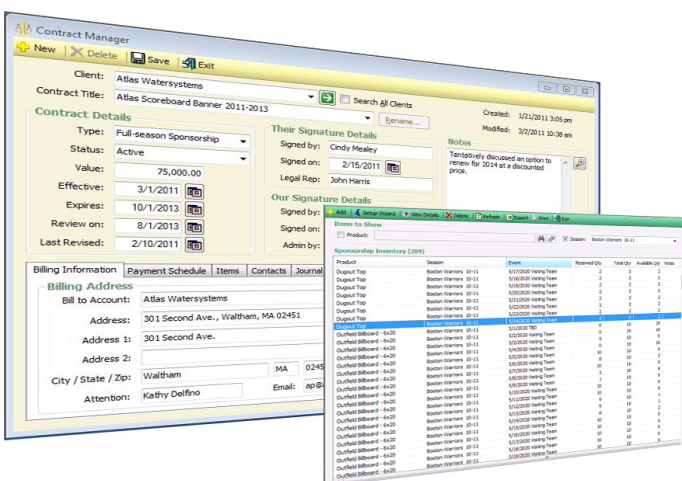
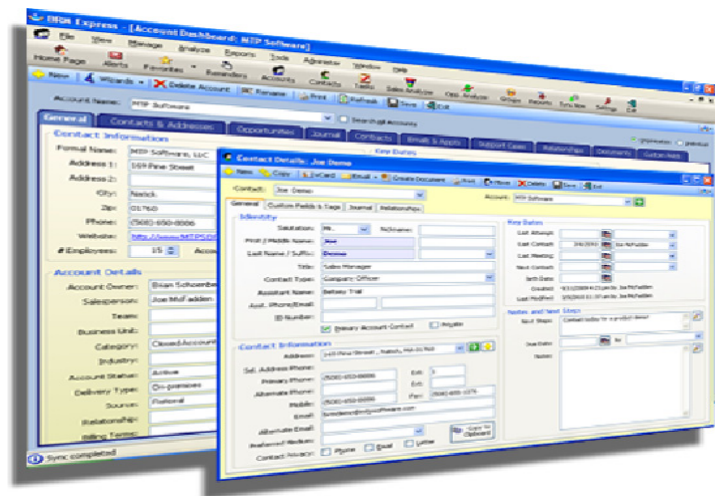
MTP Software Score CRM 7.0 is a fully hosted **Sports CRM** solution that brings the Sales Office and Box Office together through an **INTELLIGENT** integration process with most **Major Ticketing Systems**.

The result is a **COMPLETE SPORTS CRM PLATFORM** that provides unprecedented productivity and visibility across your organization, at an affordable price.

Simplicity, Empowerment, Control

The **Score CRM** Suite offers:

- Complete 360 Degree View of Customers
- Account and Contact Management
- Contract Management with eSignature
- Sponsorship Inventory Management
- Tasks and Activity Tracking
- Seamless MS Outlook Integration
- Unlimited Email Marketing
- Document Management
- Reports and Analytics
- Remote and Untethered Access



Manage Corporate Sponsorships and Partnerships

- Full Asset Inventory with Images and Narrative Description
- Electronic Signature Capture
- Customer Portal for Fulfillment Reporting
- Unlimited Contracts per Customer
- Configurable Payment Schedules

Perform Real-Time 'What-if' Analysis

Score CRM's Ticketing Analyzer enables sports organizations to quickly and easily discover where they are making money and where they are losing money.

Ticketing Analyzer allows you to query based on:

- Event or Events within a Date Range
- Ticket Type
- Seating Area
- Season
- Opponent
- Promo Code

The screenshot shows the 'Ticketing Analyzer' software interface. At the top, there is a search filter menu with options like 'Event', 'Season', 'Ticket Type', 'Opponent', and 'Seating Area'. Below the menu is a 'Results Summary' table with columns for Event, Capacity, Season, Group, Individual, Corp, Other, Unsold, Used, % Sold, and % Used. The table lists various events such as 'Dakota Daywalkers - 7/11/2010' and 'Bakersfield Banners - 7/17/2010'. Below the summary table is a 'Ticket Records' table for 'Brooklyn Cyclones - 7/23/2011', showing columns for Event Date, Season, Event, First Name, Last Name, and Company.



Email & Marketing Campaign Management

Score CRM provides a flexible, easy-to-use WSIWYG email template designer along with a powerful, intuitive filtering and segmentation capability. The result is that your message reaches your intended audience with unprecedented ease. Combine this with an unlimited number of emails and templates at no additional cost, and you will be filling every available seat in the house.

Design & Build UNLIMITED Email Templates at no extra charge
Send UNLIMITED Email Blasts at no extra charge.

Target Specific audiences such as:

- Season Ticket Holders
- Groups & Organizations
- Sponsors and Partners

Track Success Rates:

- Opens
- Click-throughs
- Opt-Outs

Real-Time Mobile Access

Score CRM Mobile provides complete access to all your customer information - anytime, anywhere - directly from your Smartphone or Tablet. Whether viewing account information before a meeting, or capturing activities after a meeting, or accessing and emailing a quote, Score CRM Mobile is always at your fingertips.

Know exactly who is in your Luxury Box, Party Room or even sitting right next to you!

Real-Time!



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