

Shining Brow Software

# The Service Manager

Field Service Edition

*Simple and powerful software to manage your field service organization.*



I WANT **customers** AS THE  
**center** OF MY WORLD.

## **Organize people, information, and relationships**

Our service management and dispatch solution enables your field service organization to successfully manage customer information, schedule and dispatch work, maintain service history, track costs, estimate and quote work, manage service agreements, invoice, and more.

## **Deliver consistent customer service**

The Service Manager enhances your organization's ability to use information strategically and provide exceptional customer service, resulting in increased customer satisfaction and loyalty.

## **Increase sales success**

The Service Manager can help you transform the way you market, sell, and serve your customers. By unlocking the potential of information, you can keep customers and opportunities as the center of your world.

## **Take the hassle (and expense) out of common tasks**

The Service Manager includes a built-in scheduling engine that keeps track of routes, installations, and individual customer service requests. Estimating and quoting are fast. Built-in invoicing ensures customers are correctly billed.

## **Increase employee productivity**

The Service Manager is easy to learn and use. When you start The Service Manager for the first time, you'll see reassuringly familiar windows similar to Microsoft Outlook. Learning is fast and operation is consistent throughout the application.

## **Integration is automatic, setup is a snap**

The Service Manager delivers out-of-the-box integration to market leading, full-featured financial accounting software systems from Microsoft, Intuit, SAP and others. Integration means immediate access to customer data, inventory data, invoice history and more.



# I WANT to get organized,

DELIVER QUOTES FASTER, AND KEEP TRACK OF THE DETAILS.



## Get organized for growth and opportunity

Today the focus of successful service organizations must shift toward sustainable and profitable growth. The Service Manager is a powerful tool that gives your organization new opportunities to increase efficiency and grow profitability. Organizing customer information electronically is key to unlocking the value of customer relationships by identifying unprofitable relationships, cross-selling, up-selling, reducing customer turnover, and reducing expenses for sales, marketing, and service.

## Nurture long-term relationships

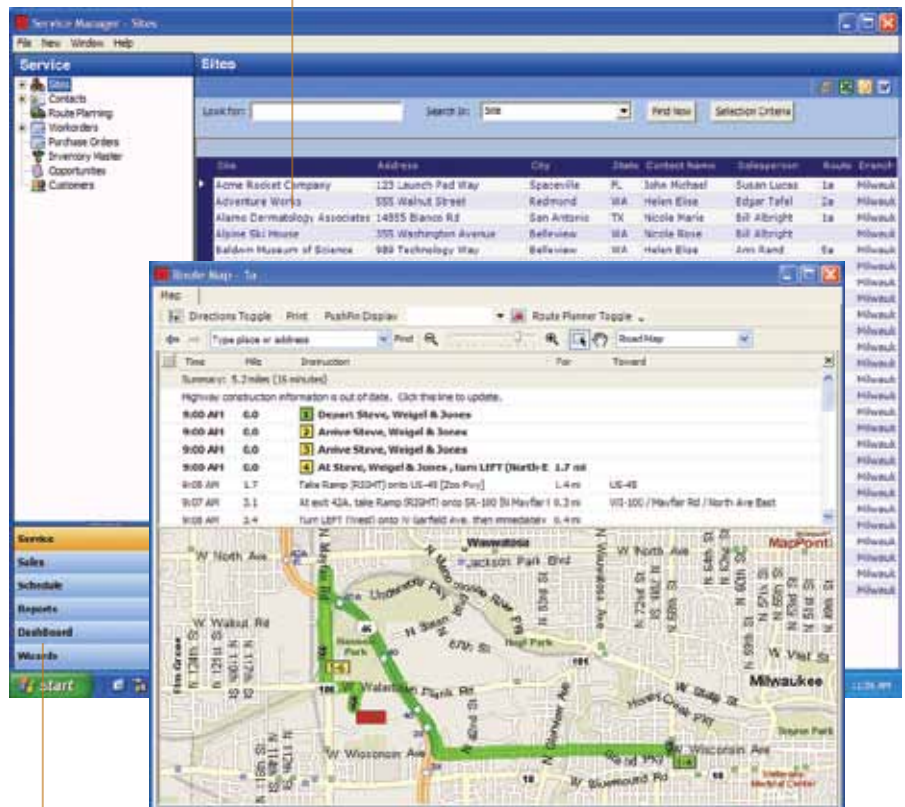
As you work hard to satisfy and retain customers, simply doing what worked in the past is no longer an option. The present—and more importantly, the future—is about simultaneously developing new strategies to fight off competition and protect your organization by creatively harnessing new opportunities to serve your customers. The Service Manager can help you succeed by providing your organization with the tools to better serve your customers and build long-term relationships with them.

## SIMPLE AND POWERFUL

THE SERVICE MANAGER IS SIMPLE TO LEARN AND USE. It is a powerful tool to help organize information, save time, and manage your service organization with confidence. The Service Manager is designed around a vision of connecting your organization to your customers, connecting your employees to information, and connecting the systems that make your organization run. Nothing can **handle more** or move **as fast**. By equipping your organization with The Service Manager, you will have a service management solution that can help you transform the way your company delivers quality service and builds profitable customer relationships.

## Share

*The right information about customers, site inventory, contracts, work orders, and contacts is often a single click away.*



## Simple to Use

*Intuitive windows give you easy access to customer information, sales tools, schedules, reports, management dashboards, and more. The Service Manager navigation is similar to Microsoft Outlook.*

# I WANT INFORMATION **in a click**

WITH FAST ACCESS TO THE OVERVIEW AND THE DETAILS.

## FEATURES

### Customer Site Database

- ▶ Hands-down the easiest way to give your customers great service. The Service Manager puts all the information you need at your fingertips, including customer site inventory, site contacts, service history, schedules, unlimited notes and more.
- ▶ Integrated with Microsoft Office to increase productivity and decrease errors from data re-entry. Now, writing a letter in Microsoft Word, sending an e-mail in Microsoft Outlook or sharing data with Microsoft Excel is easy.

### Service Work Orders

- ▶ Create, assign, and schedule work orders.
- ▶ Manage multiple technicians and/or visits per work order.
- ▶ Record labor, materials, subcontractors and other expenses against work orders and contracts.
- ▶ Create work orders to manage installations, change orders, replacements, recurring maintenance visits, and customer service.

### Scheduling and Route Planning

- ▶ Automate route planning, scheduling, and escalation of customer service requests.
- ▶ View all open service requests, in real-time, with the ability to reschedule and reassign technicians.
- ▶ Automatically generate maps and driving directions via integration to Microsoft MapPoint® (1).
- ▶ Create detailed "route books" to help technicians easily navigate routes and help substitute technicians navigate temporary assignments.

### Opportunities

- ▶ Manage leads and track opportunities in your sales pipeline.
- ▶ Manage quotes customer care issues with a customizable scorecard.

### Estimating and Quotes

- ▶ Create estimates and quotes with ease.
- ▶ Manage inventory price lists with estimating details (i.e. "estimated labor to install", "estimated labor for recurring maintenance visits").
- ▶ Automatically create installation work orders from quotes.
- ▶ Integrate digital pictures on quotes.

### Contracts and Profitability Tracking

- ▶ Create multiple contracts per site and offer multiple services per contract.
- ▶ Report and analyze profitability by contract and track costs by category (i.e. labor, materials, subcontractors, etc.).
- ▶ Generate invoices for recurring services. (2)

### Invoicing and Cost Tracking

- ▶ Create service invoices directly from work order information.
- ▶ Track revenue and costs by user-definable cost categories such as labor, materials, and subcontractors.

### Internet-Based Customer Portal

- ▶ Provide select customers with easy Internet-based access to information in a secure, controlled environment.
- ▶ Customers can request service and view scheduled work orders, service history, site inventory, quotes, contracts, and more.

### Multi-Site / Branch Offices

- ▶ The Enterprise Edition is specially designed to organize, view, and report on data by branch office, division, or profit-center.

### Internet-Based Employee Portal

- ▶ Provide employees with secure, easy Internet-based access to customer information.
- ▶ View and update service work orders. Record time and expense. Display maps and driving directions to customer sites via Microsoft MapPoint®.
- ▶ View technician schedules and create new service work orders from the field.

### Reporting & Manager's Dashboard

- ▶ Includes standard reports that can be customized as needed. (3)
- ▶ The Manager's Dashboard displays customizable performance measurements in an easy to use graphical display.

### Accounting System Integration

- ▶ Share live, real-time customer and inventory master records with your existing accounting system.
- ▶ Create invoices from service work orders. (2)
- ▶ Editions designed specifically for Microsoft Dynamics GP and Intuit QuickBooks.

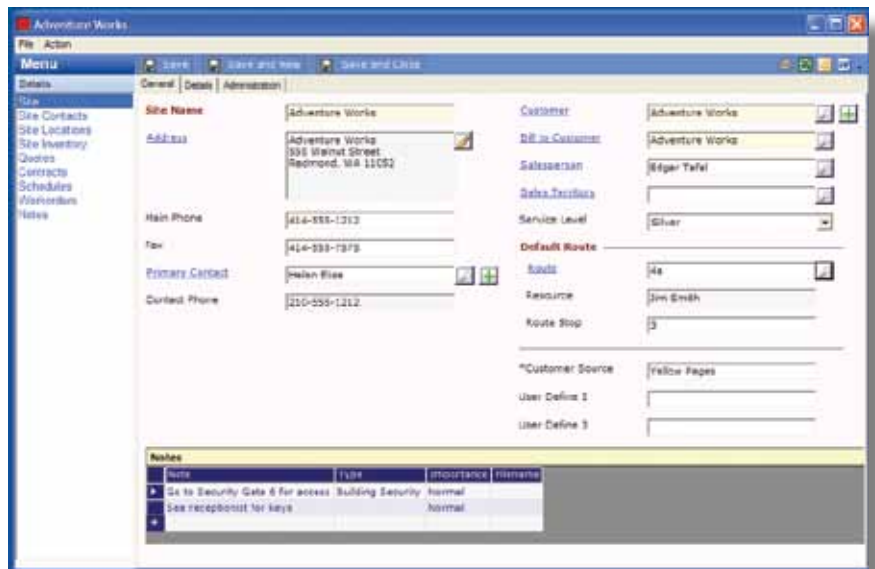
Notes:

- (1) Requires Microsoft MapPoint® (sold separately)
- (2) Invoice integration is available for select accounting systems
- (3) Customization requires Crystal Reports (sold separately)



### The investment that pays you back

Low total cost of ownership means that The Service Manager will work for you today, tomorrow, and over the lifetime of your organization. Easy setup processes get you started fast, but you can also customize and maintain your solution within an affordable budget.



The Customer Site Window



I WANT A SOLUTION DESIGNED TO

# support my organization.



## Customer Centric Development

The Shining Brow Development Team visited many leading service organizations before writing the first line of software code. "Front line" computer users shared how they actually use software, how they learn software, and what they need to be productive in their jobs. Customer Centric Development helps our development team write highly usable software for the "real world."

## About Shining Brow Software

Shining Brow Software is comprised of a world-class team of experts with deep cross-industry experience in software development for service organizations, including customer relationship management, service scheduling, contract accounting, construction accounting, and service estimating systems. The team has extensive global experience designing service management software systems for companies as small as one user and systems for the global service divisions of several Fortune 500 companies.

## Shining Brow Software

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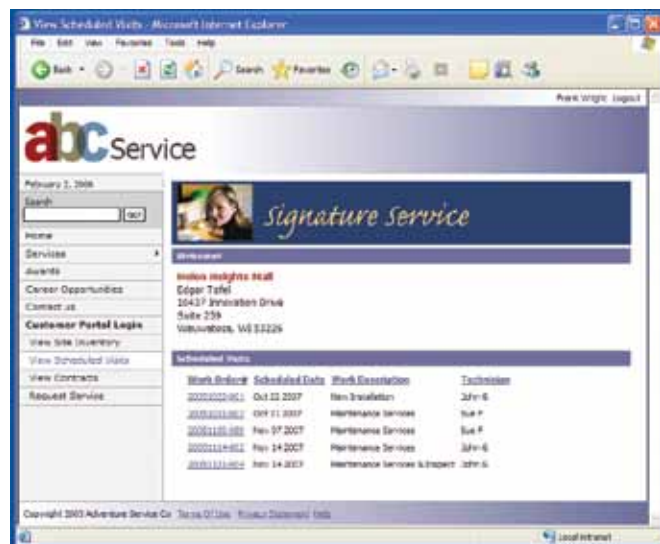
## A Solution Tailored to the Unique Needs of Field Service Organizations.

The Service Manager is specially designed for field service organizations who want to streamline operations and reduce costs. The software features fully integrated sales, service, customer relationship management, and business analysis functions that give organizations the unprecedented ability to manage their operations.

At Shining Brow, we're working to make great software using fresh technology and tight integration to technology systems that you rely on, including Microsoft Word™, Excel™, Outlook™, leading accounting systems and more. The Service Manager helps you succeed by providing people with the information and tools they need to gain new insights, make informed decisions, and achieve results.

## Instant Web Access for Customers and Employees.

With the Shining Brow Customer Portal module you can immediately extend your organization to the Internet.



The Web-Based Customer Portal



## Schedule a Demonstration

Learn how to transform your toughest organizational challenges into business advantage by implementing The Service Manager. Call today to schedule an online demonstration and see for yourself as one of our service team members guides you through this simple yet powerful tool.

To schedule a demonstration call us at  
(414) 258-3400.



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