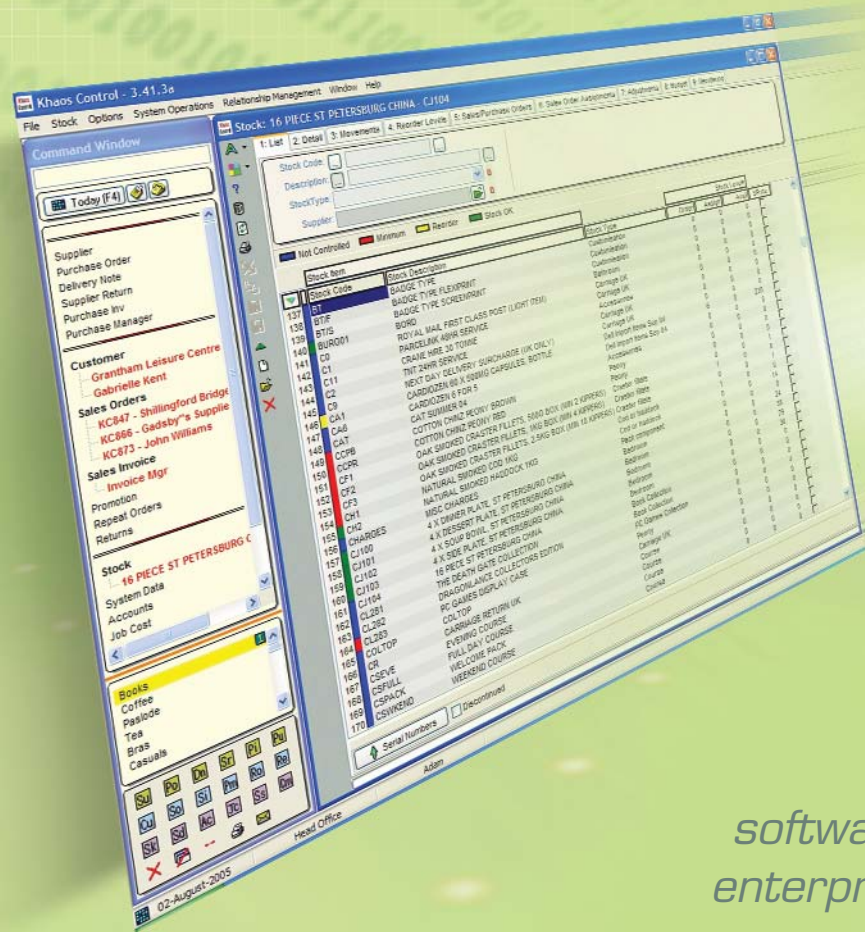




**Khaos Control**<sup>®</sup>  
mail-order software

*the secret of a productive business*

**Khaos Control**<sup>®</sup>  
mail-order software



*Enterprise standard software aimed, not at the enterprise, but at the SME*

# Control the Chaos of your business data

Empowering you with the information needed to effectively and efficiently manage your business, Keystone Software Development Ltd are proud to introduce you to our flagship business management system...

**Khaos Control**<sup>®</sup>  
the changeable face of business software

# Designed to overcome your Concerns

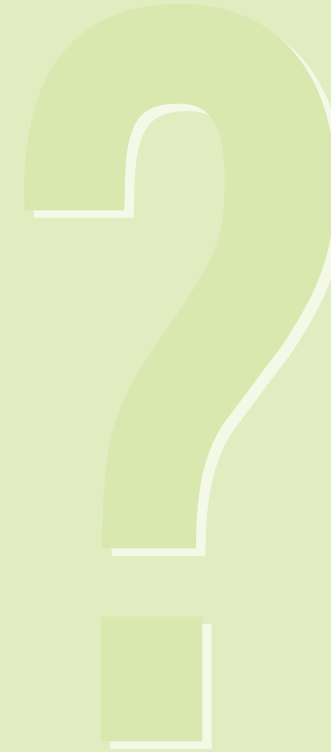
- Accessibility
- Affordability
- Compatibility
- Confidentiality
- Customisation
- Data Protection
- Data Integrity
- Documentation
- Integration
- Implementation
- Maintenance
- Practicality
- Quality
- Reliability
- Reporting
- Scalability
- Security
- Staff Acceptance
- Upgrading

Sourcing the right software for your business is often a daunting task, as there are so many concerns to address. We are aware of this and have invested many man-hours into transforming Khaos Control into a fully featured and accomplished package that is accessible to all members of an organisation, from the workshop, to telesales, the accounts department and the management team.

When drawing up the blueprints for Khaos Control we tried to conceptualise from the viewpoint of future customers, making sure that we could arrive at a complete business management solution that took away some of the difficulty in making the right decision about which system was right for their business, by creating a system that so adeptly handled the listed concerns that it became an obvious choice.

You want software that's right for you - software that will deliver a significant return on your investment from the outset. We kept in mind that if accountants designed the product it might not meet the demands of the other departments, and if we allowed people that were too technical to design it, our end users would probably also have to be software engineers just to use it. Since business owners are responsible for the efficiency and harmony between all departments, the product had to be designed from their perspective, keeping their needs and concerns in mind, while making sure that it would not fall short of the expectations of others.

## You are a mail-order company, so how is Khaos Control going to help YOU?



We understand mail-order businesses, having developed Khaos Control in-line with numerous similar companies; we therefore feel qualified to put ourselves in your place and ask the questions that we think are important to your business, questions to which we think you'll want answers.

**Khaos Control**<sup>®</sup>  
mail order software

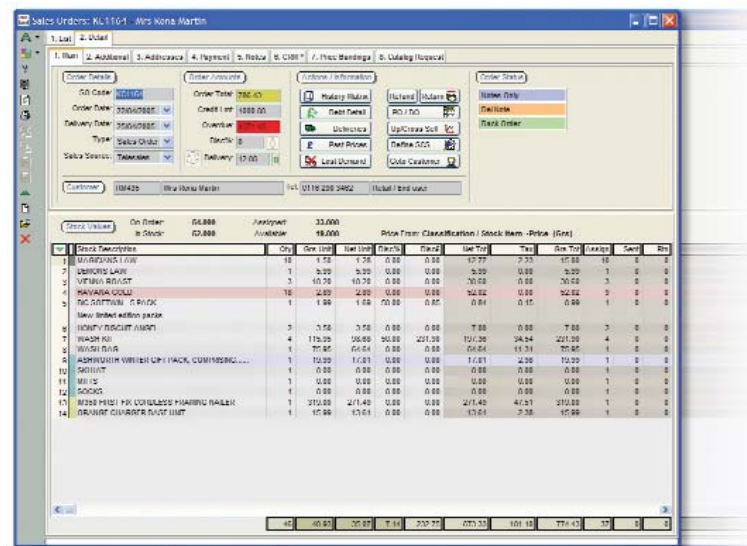
*An innovative design: the  
secret of a productive  
system*

**We enter hundreds of orders a day, so sales order processing (SOP) has to be fast and effective, is it?**

Khaos Control has been specially designed to read all the relevant SOP data, for example price lists and promotions, into the computer's memory (RAM), which means that the sales order will respond **instantly** to a user changing values, adding new items etc. Some users of Khaos Control may typically have hundreds of lines per order, but recalculation time still sub-second.

Khaos Control's graphical user interface has been developed to allow users quick access to information from other areas of the application. There are buttons available on the sales order to show customer's past purchases, prices paid previously, when deliveries of stock are expected and customer debt breakdown. There are also many "go to" options available, which will quickly drill-down to stock items detail, the customer's record, the invoice manager, etc, making operators more effective and productive.

*Khaos Control has been specially designed for fast keyboard and mouse operation*



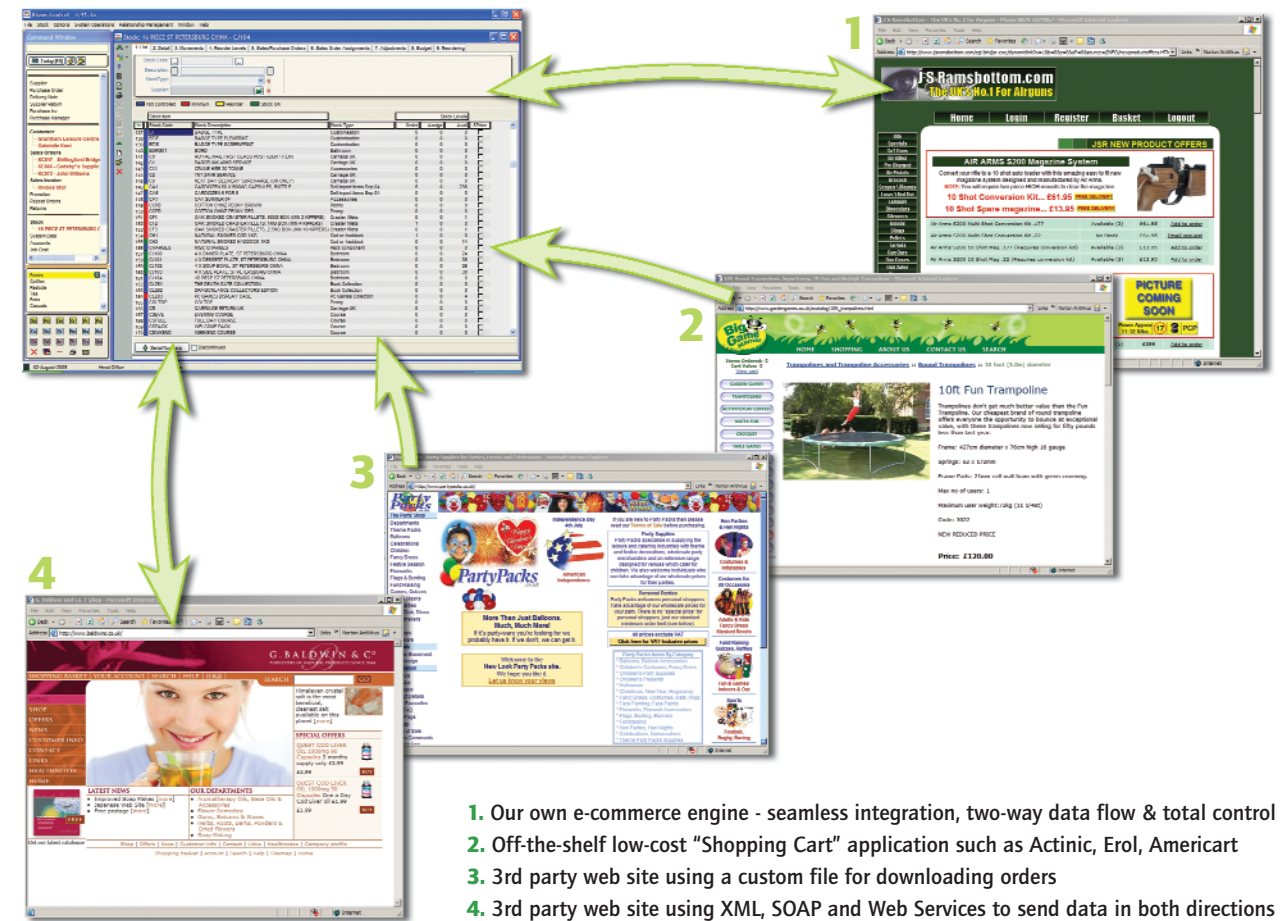
As Khaos Control runs in a Windows environment, some may say order entry is never as fast as traditional character based (green screen) applications that preceded Windows. However, manipulating Windows applications quickly has never been about the graphical aspect of the operating system, it's been more to do with the fact that developers rely too heavily on the use of the Mouse as an operational device, when the keyboard is where true long-term speed benefits are always found. Of course, Khaos Control lets users operate using the mouse; but, we feel it's extremely important to have the ability to use the keyboard to quickly navigate the entire application and especially the order entry screen.

Authorising (or pre-authorising) credit cards direct from the order (or later in despatch), using low-cost internet payment gateways, is handled by Khaos Control automatically saving time on what must be an absolutely essential task.



**E-Commerce is an immensely important part of the business and accounts for over 50% of all orders taken, how does Khaos Control help me?**

Khaos Control is a sophisticated order taking system but it's also a powerful order processing system, so orders coming into the system from the internet will be processed alongside other orders coming from the call centre and/or retail shop. A modern mail-order software package must be flexible, offering your business options regarding web site integration. Khaos Control can integrate with existing web sites via an array of integration techniques or you can use or own e-commerce engine. The diagram below should highlight the various methods that Khaos Control can be used to utilise the internet.

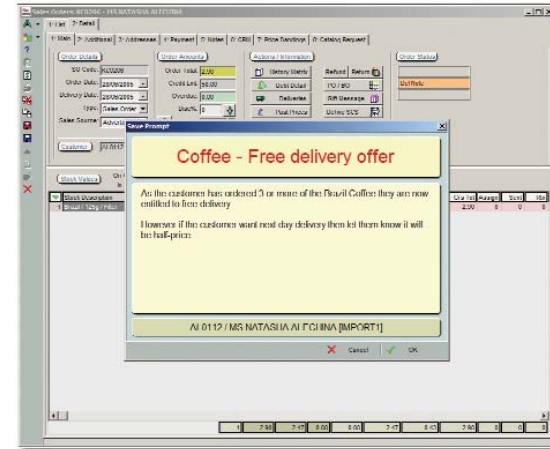




To generate new and repeat business we need to keep offering exciting promotions to our customers, can Khaos Control cope?

You would be hard pressed to find another system that offered more promotion functionality than Khaos Control, we are confident we cover most scenarios.

Khaos Control's promotions include - free or reduced price (FoRP) products and/or delivery charges optionally triggered on order value and/or quantity ordered; catalogue specific pricing; buy one (or more) and get 'x' quantity at FoRP; auto prompting special offers; combination of price lists (net & gross) and discount structures (including mark-ups); customer preferred product lists; reward points scheme; up/cross selling and telesales prompting (shown right).



We promise next day delivery on most of our products, we need to get them out of the warehouse ASAP, how can Khaos Control help?

Your despatch team can use Khaos Control to move orders through a set of "process stages" ensuring that processing is controlled and logical. Stages can include - Authorise Payment; Picking; Packing; Shipping; Invoicing; Awaiting Stock & Awaiting Date. At each stage a process is carried out and/or a report produced.

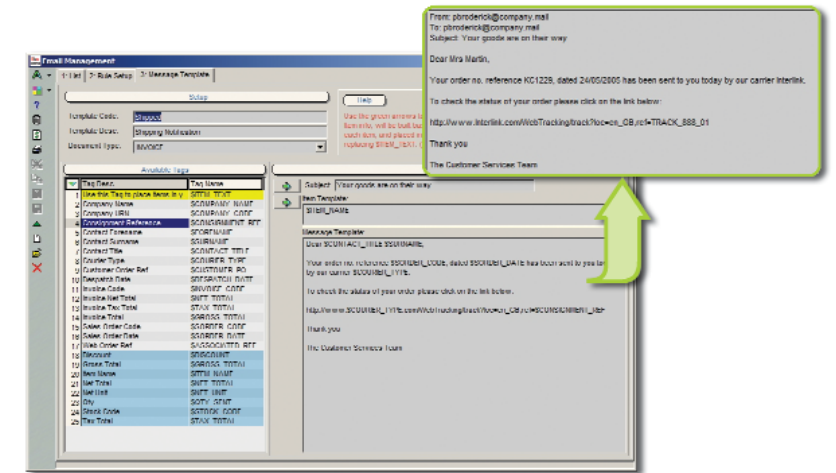
Courier integration also comes as standard with Khaos Control, so that you are able to send shipping orders direct to your courier software for label production and manifest reporting. Please check our web site for details on which couriers are currently supported.

- Orders
  - Released [1]
  - Staging [4]
  - Picking
  - Packing [2]
  - Shipping [1]
  - Authorise Payment
  - Invoicing [2]
  - Processing
  - Issue
  - Future
    - Awaiting Date
    - Awaiting Stock [17]
    - Manual Hold

Our customers are our life-blood, we need to treat them with respect and ensure their data is useful to us but also protected. Will Khaos Control manage my customer relationship effectively?

We designed Khaos Control for mail-order; however we were also thinking of ourselves when we developed the CRM & Contact Management features. Keystone Software make extensive use of the Khaos Control's communication log, task lists and appointment planner to work effectively. From your point-of-view you'll be interested in the communication log for keeping track of customer correspondence and for prospect monitoring, which includes the ability to attach Word, Excel, images, etc to the log entry. Khaos Control also includes the more traditional customer management features such as recording notes, showing order summaries, detailing their statement, comments & complaints, etc.

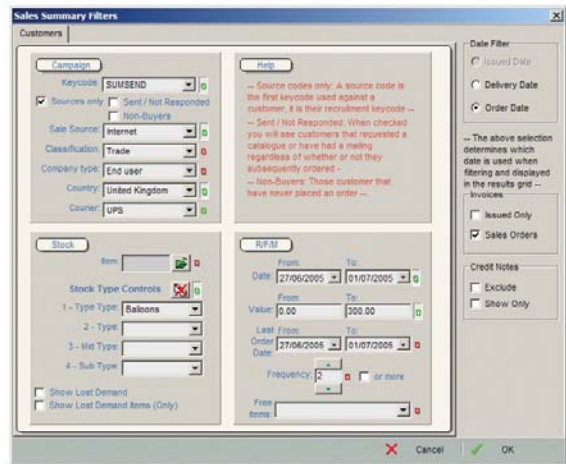
In addition Khaos Control will send emails and SMS automatically which are triggered on changes in the customer's order status. For example emails can automatically be sent that inform customers their order has shipped, complete with a tracking number, or that their order has gone into Awaiting Stock until stock is available.



Okay, but we want to see how effective our promotions are, will Khaos Control let me identify my winning combinations?

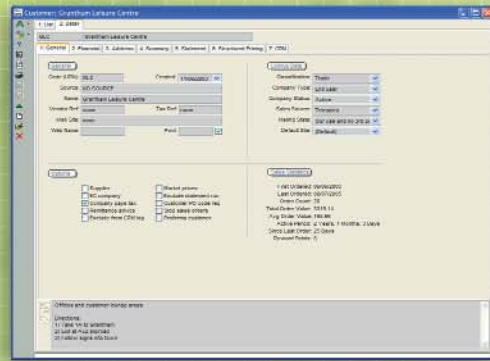
Each order can be tagged with a Keycode to identify that the order is being generated in response to a particular advert, coupon or mailing campaign. These tagged orders can then be analysed in Khaos Control's dedicated Sales Summary screens combined with other additional conditions such as "was this the customer's first order", "only where the customer ordered product X, Y or Z", "for orders over £300", "only for April & May", etc, etc. From this analysis, reports, count and further mailing can be generated.

*orders can be analysed in Khaos Control's dedicated Sales Summary screens*

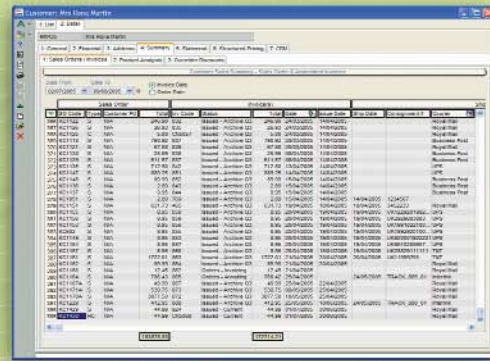




Customer



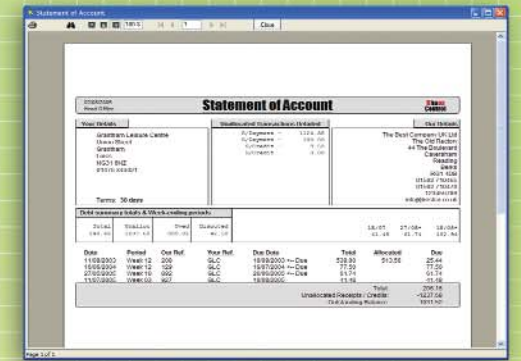
Customer's Orders



Customer's Statement



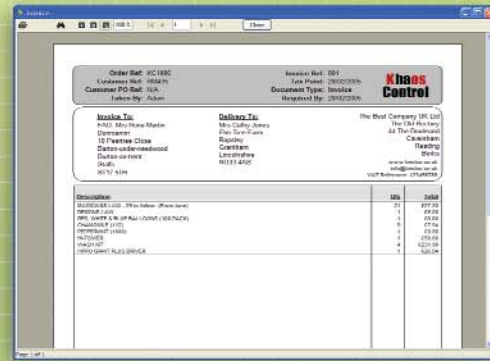
Statement Report



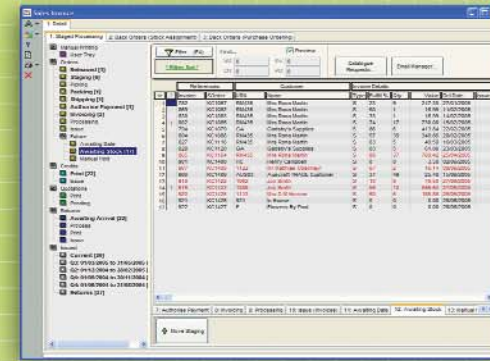
Sales Order Entry



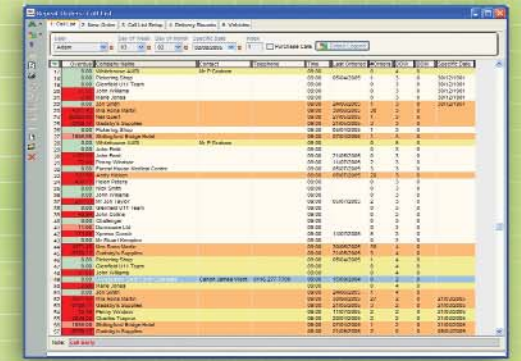
Default Invoice Report



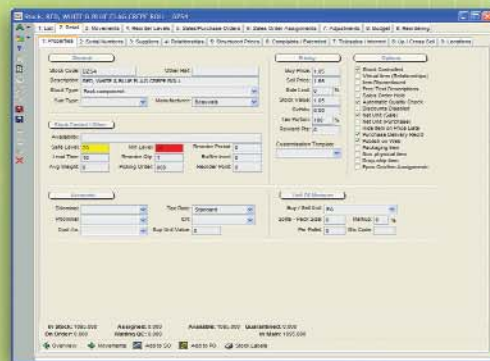
Invoice Manager



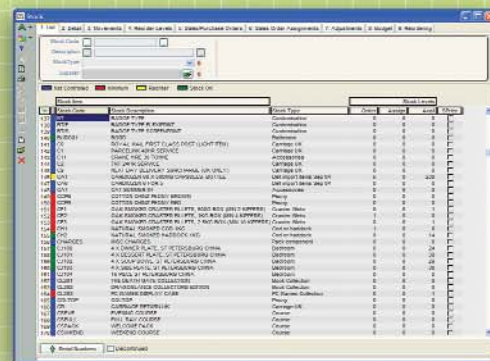
Call List



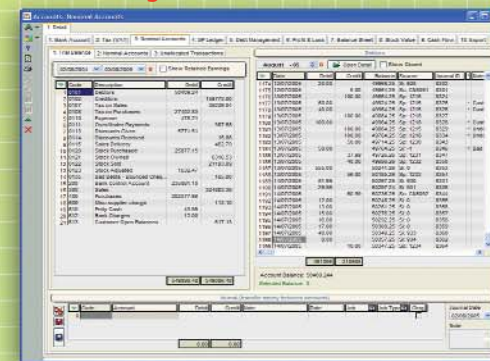
Stock Item Detail



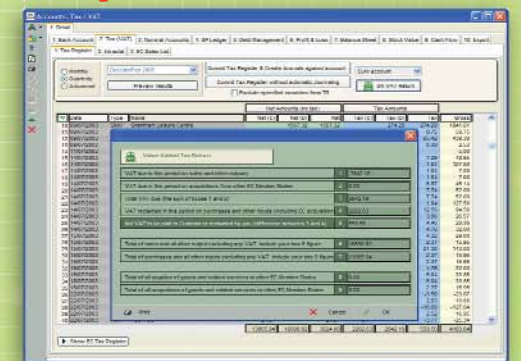
Stock Overview List



Nominal Ledger



VAT Register





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