



# Transcend

## FireStream Ascend Business Management Module

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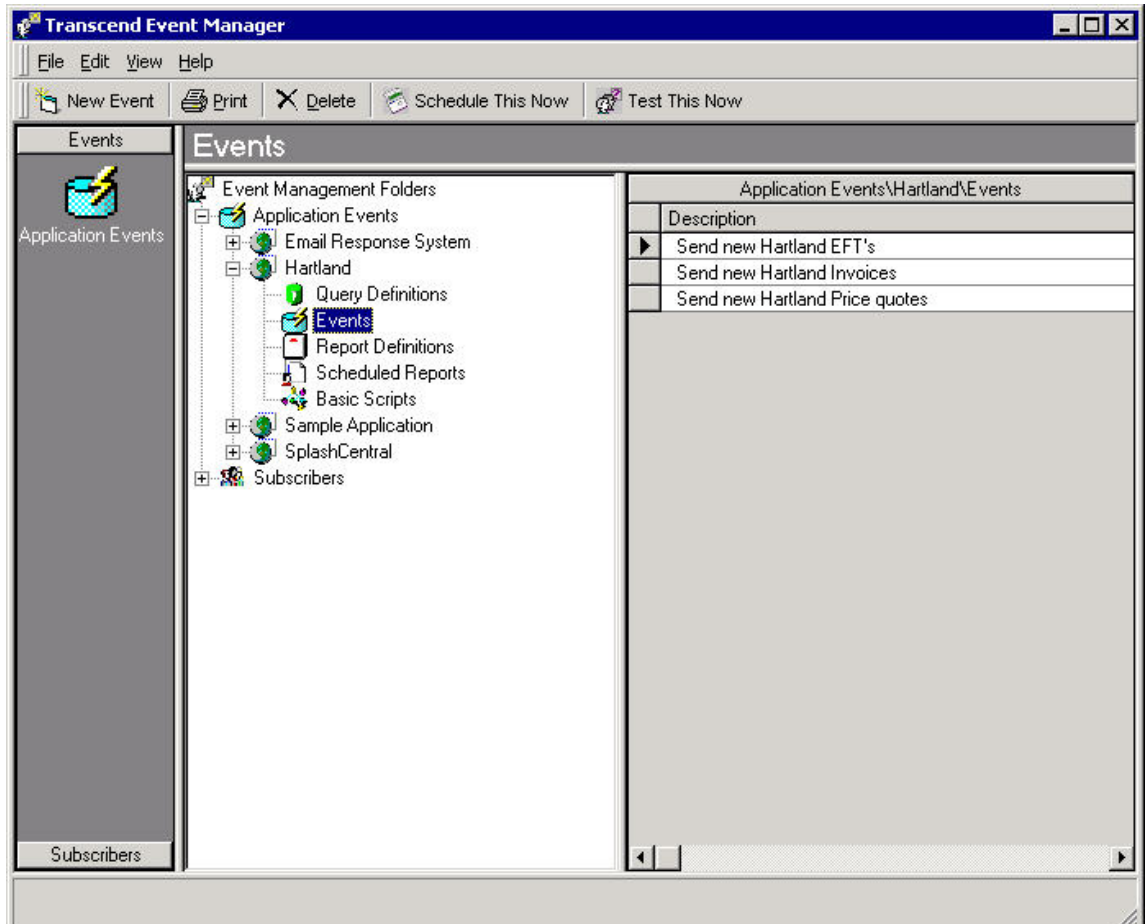
In the "old days," it was easy to improve the inefficiencies of business processes. Manual processes were replaced by automation, and "old" automation was replaced by newer and faster automation. This is no longer the case. Investing in a newer technology that processes data one millisecond faster than an old technology is not the answer.

Companies that use Ascend to run their businesses stop looking outside their environment, and instead, begin looking

inside their business, in search of slow processes that can be improved. Delays, or latencies, exist in all organizations, and can be readily identified in various areas of a company's business. These latencies have a domino effect, causing organizations to lose productivity, revenue, and customer satisfaction.

The six most common latencies are:

1. Executing Redundant Tasks (quoting prices, processing invoices & BOL's)





2. Identifying and Responding to "Trouble Spots" (Exception Management)
3. Profiling & Loyalty-Building
4. Monitoring and Processing Incoming Email
5. Generating and Distributing Reports
6. Integrating Data Analysis & Response

Transcend, a new module now available with FireStream's Ascend software eliminates inefficiencies in all six of these business processes, helping businesses become more responsive than their competition.

Transcend uses queries to retrieve information automatically from the Ascend database or other company databases. If the conditions of a query (or queries) are met, an event is "triggered" and a series

of pre-set alerts, reports and actions are executed.

The organization that waits until the end of the day, end of the week, or end of the month to analyze their data and identify potential problems will always lose to the organization that is able to do the same analysis on a dynamic, 'real-time' basis. Critical information must be detected, reported, and acted on as soon as possible. FireStream's Transcend module provides that ability.

### Ascend

For more information about Ascend or FireStream's suite of wholesale and retail products, call us at (314) 434-4601 or access our Web site at [www.firestream-ww.com](http://www.firestream-ww.com).