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Z-Firm's new OmniRush® automates marketing and fulfillment for GoldMine and SalesLogix users

OmniRush offers advanced fax, print, e-mail merge, voice messaging, and parcel shipping to network, web, mobile and thin CRM clients.

Seattle, Wash – August 29, 2001 – Z-Firm LLC, a leading developer of office automation solutions, has introduced OmniRush, a full-featured automation server that gives GoldMine and SalesLogix customer relationship management (CRM) users a wide range of powerful communication tools. These include a merge engine for printing, faxing and e-mailing, comprehensive fax services including Internet fax, broadcast e-mail with e-mail merge, text-to-speech voice messaging, shipping with UPS® and other carriers, and credit card processing. All users of the GoldMine or SalesLogix CRM systems can take advantage of OmniRush, including network users, wireless PDA users, web client users and remote users who use CRM synchronization.

Integration with SQL Server and Oracle

In addition to support for the leading customer relationship management (CRM) systems, OmniRush is fully integrated with Microsoft SQL Server and Oracle databases using the

Open Database Connector. This allows database developers to drive all the OmniRush features with just one day of programming for integration.

“OmniRush goes beyond the popular features of our award-winning FaxRush® software to make it easier and more efficient than ever to automate marketing and fulfillment tasks,” said Rafael Zimberoff, president. “It provides a single platform in one easy-to-administer system for printing, faxing and shipping. The marketing group can run e-mail, fax and U.S. mail marketing campaigns, the sales and tech groups can send information with one click, and order fulfillment can be completely driven through OmniRush.”

For marketing and sales, OmniRush offers:

- **Powerful merging.** Data from anywhere in the database can be merged. This might include recent order history, pending appointments or open customer service issues.
- **Mass merging.** OmniRush is an excellent mass merge system for print, fax and e-mail.
- **Unified literature library** for fax, print and e-mail. One document template does it all, including advanced document formatting and flexible, customizable SQL data merging.
- **True job status** is recorded in the CRM/SQL database, so it is easy to see mass job progress, and to report failed fax jobs.

Efficient shipping and tracking

With OmniRush, shipping can be handled with one click in the CRM system, on the network and from web or wireless clients. The OmniRush Commerce Kit offers CRM-integrated UPS® (and other carriers) shipping, as well as credit card processing. “Full tracking information is logged in a CRM history record, so everyone in the office knows what was sent, by whom, to whom and when,” said Zimberoff. “ With OmniRush, all customer interaction is recorded in the CRM system as it should be.” OmniRush is a UPS OnLine Compatible® application, and also offers shipping on the leading overnight carrier.

Connections for Business, a GoldMine value added reseller in Hollywood, Florida. "Our GoldMine and custom development customers can take advantage of it as a universal server for all communications and marketing. The shipping modules (for UPS® and other carriers) give us a fulfillment solution for both small and large firms. OmniRush is about communication, and is easy for us to integrate into the customer's CRM or database system."

Easy rollout and administration

OmniRush has a unique zero-client-footprint—it puts functionality on a server PC, so workstations don't have to do the work. OmniRush's unique central server installation instantly enables all users of the CRM system. Since there is no code on the clients, rollout is quick, and administration and maintenance are easy. OmniRush has a new administration console, that can be run from anywhere on the network. The document literature library, and all OmniRush modules, can be managed and configured from the administration console.

Pricing and Availability

OmniRush is available now. Pricing is based on number of users of the CRM system. For example, OmniRush for a five-user CRM system is \$895 and a 10-user CRM system is \$1,095. Enterprise pricing is available. OmniRush for Microsoft SQL Server and Oracle starts at \$3,495.

About Z-Firm LLC

Z-Firm specializes in the development of office automation software for office and marketing productivity. Applications are designed to work with existing databases and customer relationship management software such as GoldMine and SalesLogix. Z-Firm products interface seamlessly with and powerfully enable CRM software to automate office tasks and enable large-scale document delivery. Z-Firm was founded in 1992 and is privately held.

Z-Firm's FaxRush office automation software was awarded "Best of Fax" by the American Facsimile Association in 1998. FaxRush 4.0 received an Editors' Choice award in the March 2001 issue of *Communications Solutions*. Z-Firm has been named Developer of the Year three times by FrontRange Solutions Corp. (formerly GoldMine Software Corp.), most recently in August 2001. Z-Firm is a Microsoft Certified Solution Provider. The company is headquartered in Seattle, Wash. and has offices in Santa Rosa, Calif. Contact Z-Firm at (707) 543-2747 or visit www.zfirm.com.

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