

## Why Tigerpaw?

Why choose Tigerpaw as your sole, end-to-end business automation solution? As a software solution, we provide a complete, operational based business automation solution for small to midsize organisations that help simplify and streamline highly specialised business processes, enabling your people to be effective, and your business to be competitive.

**So, what makes Tigerpaw the “gold standard” as a premier business automation solution?**

**You decide.**

- **Tigerpaw is a complete, end-to-end solution**

Unlike some popular service software, Tigerpaw is not made of several add-on products. Tigerpaw is an integrated solution that flows from prospecting all the way through proposal generation, sales processing, dispatching, billing, purchasing and inventory control. Tigerpaw will take you all the way to your accounting package.

- **A tested and proven solution**

Tigerpaw has been in business for over 24 years, with over 20,000 users in 28 countries. Some of our customers have been running their businesses on Tigerpaw for over 15 years.

- **Software is the only thing we do!**

Several CRM/Service solution providers design software or consult as a sub-division of a larger organisation - not Tigerpaw. We are an experienced, professional software development business with full-time developers, quality assurance engineers, and an in-house English speaking support staff. We invest in best-of-breed tools such as automated testing suites and use state-of-the-art development methodologies to ensure delivery of the finest software possible. Developing software to solve your business needs is our primary, and only, business.

- **Integrity to the customer is our top priority.**

Tigerpaw views customers as partners, and we nurture our relationships accordingly. We hold annual Power User Conferences at Tigerpaw's corporate office, and frequent Internet meetings with clients to discuss new features as they are being developed. Customers can interact directly with Tigerpaw's developers via Tigerpaw's forums; something truly unique to the software world!

- **You own your data - no need to rent!**

Do you really want to trust your business operations to a rented, hosted solution? If times get rough for your business, as a Tigerpaw user you own your Tigerpaw license and can use it indefinitely. With a hosted solution, you need to keep those rent payments flowing or your system, and your business, shuts down.

- **Our employees love Tigerpaw and what they do.**

Tigerpaw has a near-zero employee turnover rate, and as such 37% of Tigerpaw employees have been with the company for over 15 years. At Tigerpaw, our business is personal, and you know that your sales rep or that helpful support person will most likely still be here when you call again.

- **Tigerpaw should help you increase your bottom line immediately!**

Implementation of Tigerpaw has brought annual increases of up to 128% in one year by providing tools that increase tech billing hours, utilisation per employee, revenue collected, value of inventory on hand and reduce administrative overhead.

- **Numerous industry awards:**

Product of the Year Award: 2007, 2006, 2005, 2004  
CRM Excellence Award 2006, 2005, 2002, 2000  
Editor's Choice Award: 2003, 2002, 2000, 1999

- **60% of our business comes directly from referrals!**

Need we say more?

- **Microsoft Partner certified**

Tigerpaw has been a Microsoft Certified partner for over 13 years to ensure that we stay ahead of the curve on technologies, tools, and software methodologies. Tigerpaw was the 1st CRM application to be certified Microsoft Office Compatible, and Tigerpaw is also certified both in Windows and in SQL Server.

- **We work hard for our customers after the sale!**

Tigerpaw offers a complete implementation program with a guide and weekly Q & A sessions with a live specialist. Tigerpaw also offers a comprehensive menu of in-house classroom and OnDemand video training and education programs to fit your training level and learning style.

- **We use professional software development methodologies**

Tigerpaw uses agile development methodologies to ensure high quality design with quick turnaround. Tigerpaw's Vice President of Development and Support has authored 14 books on Microsoft technologies and is an international speaker on Microsoft development tools.

- **State of the art training & education**

With Tigerpaw's extensive education and implementation resources, the time needed to implement Tigerpaw is minimised so people can start working efficiently with Tigerpaw quickly.

- **We keep you current!**

Under our Total Care program, customers enjoy regular software enhancements at no-charge with new product version releases every 18-24 months.

- **We sell concurrent licenses, not named licenses.**

Tigerpaw licenses its software based on a concurrent user model, not a named user model. With a named user model (as employed by most of our competitors), you have to purchase a user license for each and every person in your organisation that needs to access the system – even if they're part time and use the product for an hour a day! With our concurrent licensing, you pay only for the number of people that will be using Tigerpaw at the same time.

- **We do not outsource a single tech support call or line of code.**

Tigerpaw does not outsource any of our support, development, programming, or documentation; we keep it all in-house.