

Highlights from EDA's 129 page enhancement specification document

NEW UPGRADES

- ▶ **Google Mapping**
We have integrated with Google Earth and Google Maps so you can quickly get a visual overview of the financing activity in your territory. Great for planning sales routes and identifying the larger buyers in your territory.
- ▶ **List Match**
A powerful tool that allows you to upload your own lists of contacts and fields to Catapult. Then the List Match tool's matching algorithms will match your list of contacts to EDA's list of buyers. This allows you to include fields from your list, such as your customer number and salesperson's name, in your query results.
- ▶ **EventWATCH**
Used in conjunction with the List Match Module, EventWATCH allows you to monitor the post event spending of contacts from any list. Monitor the spend of the contacts who visited your trade show booth, or those who attended your open house, or those contacts in your most recent direct mail campaign. With EventWATCH you can finally calculate an ROI for your marketing initiatives.

NEW STANDARD FEATURES

- ▶ **Catapult Analytics replaces MoJo**
Unlike MoJo, which pulled data from .dbf files, Catapult Analytics pulls data from .xls files. Additional enhancements include, .xls based UDF tables, an integrated "report" link to access a finance summary of all UCC activity for a buyer, integrated List Match UDF fields, and more.
- ▶ **100 Buyer Cap on Pre-formatted Reports Eliminated**
Allows you to print the Finance Summary, Lead Card, and Management reports in increments of 100 buyers up to 1,000 buyers.
- ▶ **"Upload Date" added to Query & Watch Builders**
With Rainmaker, you were only able to query or setup a watch based on the UCC Date (when the UCC was filed with the State). With the new "Upload Date" (when the record is added to Catapult) functionality you will be able to query by either UCC date or Upload date. This will allow you to run a query for the specific records that were added to your Catapult account during a certain time period (i.e. your last month's reporting period). Also, you will have the option to setup watches to monitor the UCC date or the Upload date. This will allow you to receive watch alerts for only unique new records.
- ▶ **Consolidated Email Alerts**
Rather than multiple email alerts for each watch or new data alert, you will receive one consolidated email alert (scorecard) each day there is new activity.
- ▶ **First Time Buyers Hyperlink on Home Page**
This new functionality will alert you to new buyers entering your territory via an email alert and a hyperlink on the home page. The alert and link will contain the unit count and buyer count for these first time buyers.
- ▶ **Home Page Watch List Improvements**
Enhanced to include a unit count, buyer count, created by and modified by information for each watch listed on the home page.

- ▶ "Equipment" Filters added to the User Profile

In addition to limiting user's parameters by specific geography, this enhancement will also allow you to limit a user's access to only certain equipment types.
- ▶ "Save As" Functionality added to Query Builder

Re-use the parameters you already took the time to setup in an existing query by simply clicking "Save As" to create a new query using the same parameters.
- ▶ "Save Copy To User" Selection Parameter to Query & Watch Builders

The administrative user will have the ability to build a query or watch in their account and save a copy to other users within the organization by choosing the users names from a pick list. Once the query or watch is saved to a user, the user can run and modify the watch from their own account.
- ▶ Added "Remove" hyperlink on Query and Watch Lists

Prevents users from accidentally deleting queries or watches.
- ▶ Improved "Add" Filter Selection Process

Added checkbox and "select all" options to all pick lists. Rather than holding down the "Ctrl" or "Shift" keys to make multiple selections from a picklist, click in the boxes for the parameters you want to add. Once you have made your selections, click Add.
- ▶ Improved "Remove" Filter Selection Process on Query & Watch Builder

Click in the checkboxes for the all of the selections you would like to remove, then click remove. Rather than waiting for each item to be removed one at a time, all checked items will be removed with one click on remove.
- ▶ Added "Filing" Filters to Watch Builders

Setup watches to monitor activity based on finance companies. For example, this will allow finance companies to setup a customer watch and be alerted when their customers utilize a competing finance company. Additionally, you can change your watches to only alert you to specific status' such as "Sale" or "Lease" only.
- ▶ Added "Buyer" Filters to Watch Builders

Setup watches to monitor specific buyers of equipment. For example, you could setup a watch to be alerted when ACME Inc finances any new equipment.
- ▶ Improved "Model" Search Filter

Rather than needing to know an actual model number, you will be able to search for specific models using any combination of "manufacturer" and "model" and "equipment description". Thus, if you only know the manufacturer's name, search for the manufacturer and Rainmaker will show you all the models to choose from.
- ▶ Improved "Size" Search Filter


















Rather than scrolling down a giant pick list to select the equipment sizes of interest to you, you will be able utilize a search tool. With the search you will be able to select specific size categories using any combination of "equipment code" and "equipment description" and "equipment size description" searches.
- ▶ Improved "Buyer" Search Filter

Rather than searching by buyer name and returning a large list of results that match the buyer throughout the country, you will be able to search for specific buyers using any combination of "buyer name" and "EDA Buyer ID" and "City" and "State".
- ▶ Added "SIC Code" Search Filter

Will allow you to search for any combination of "SIC Code" or "SIC Code Description".
- ▶ Improved "Lender" Search Filter

Rather than searching by seller name and returning a large list of results that have the same seller name, you will be able to search for specific lenders using any combination of "lender name" and "Lender ID" and "City" and "State".
- ▶ Added "Omissions Filters" to Query & Watch Builders

Allows you to further delineate your query or watch results by choosing to remove buyers with blank phone numbers, blank contact name fields, blank company name fields, or inactive sites.

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|  20 Minute Logout when Dialog Box Selections are Made | <p>In Rainmaker, if you take more than 20 minutes to make parameter selections (i.e. selecting a ton of zip codes), without clicking save, you will be timed out of Rainmaker. This enhancement will make every click act as an activity to avoid a time-out.</p> |
|  Added "Run Watch" Functionality to Watch Builders | <p>Run the watch directly from the watch builder screen</p> |
|  Query Results Screen Improvements & Consolidation | <p>Consolidates two query results screens into one and provides an edit query hyperlink that will return you to the query or watch that generated the results.</p> |
|  Query Results Export Formats | <p>Add XLS, CSV and XML options to the existing available export format options.</p> |
|  Revised Beginning Download Screen | <p>Replace "Beginning Download" screen with a two step indicator screen. While compiling, screen will read "Compiling Your Results" and will display a moving indicator wheel. Upon completion, it will read "Results are Ready for Export".</p> |
|  All Hyperlinks Underlined | <p>Allow user to easily differentiate hyperlinks from standard text.</p> |
|  Watch List Improvements | <p>Enhanced to include created by, modified by, and remove hyperlink.</p> |
|  Improved Client User List | <p>Will make it easier for the administrative user to manage their organization's users.</p> |
|  Client Parameter Report | <p>Run reports from Catapult to see the parameters you have purchased from EDA.</p> |
|  User Preferences - Improve Email Notification Options | <p>Simplified</p> |
|  User Profile Improvements on both Client & EDA Side | <p>Easier setup and maintenance of users.</p> |
|  Incorrect Display Logic - Limiting users ability to filter | <p>Resolves the display logic issue when EDA does not consistently use the same geography parameter to setup the organization's available parameters.</p> |
|  Pricing Run "Exclude" - Incorrect Display Logic | <p>Resolves the display logic issue when exclude is used by EDA to setup the organization's available parameters.</p> |
|  EDA Super User | <p>Allows EDA users to login and download query results exceeding 200,000 units.</p> |
|  EDA Announcement Improvements | <p>Allows EDA to post Catapult announcements with links to other web pages (i.e. download MoJo).</p> |
|  Financing Summary Report Enhancements | <p>Added lender as an additional column</p> |
|  Mailing List Sequence Changes | <p>Change mailing list sequence and add BUYSIC, BUYSICDESC, BUYDOLA fields.</p> |