

**AFFORDABLE
INNOVATIVE
POWERFUL
DYNAMIC**

**EASILY ADD
LOCATIONS**

aspen



Aspen, Charter Software's flagship product is a Unified Business Solution:

- » Dealership Management Software
- » Fully-Integrated CRM
- » Mobile Tools
- » Customer Portal
- » Supplier Integration

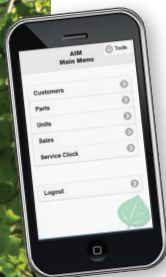
At the Forefront of Technology

Our commitment to innovative use of technology enables us to design a powerful, manageable IT infrastructure and architecture in ASPEN. As a result, we are able to quickly adapt to industry trends and extend ASPEN beyond the basic functionality of a business system.

- » Forward-thinking product roadmap
- » 3 releases per year with hundreds of customer-driven features

Mobile Access

ASPEN's Interactive Mobility (A.I.M.) provides access to ASPEN information from a smartphone or tablet. Mobile users can look up customers and inventory, take pictures, create invoices and pick lists, log onto work orders, create and log communications and much more. With A.I.M. you don't need to be onsite to stay on top of your business!



Multi-Tasking Made Easy

Provide faster, better customer service by controlling the many interruptions encountered in a day's work. ASPEN's intuitive navigation allows users to quickly switch between multiple functions, invoices, work orders, and/or reports, as well as other program functions without the need to close, save or refresh.

Internal Workflow & Task Management

ASPEN's workflow tasks and communications replace e-mails, note sticky notes so nothing falls through the cracks. From any ASPEN report, invoice, etc., one click creates an instant message or task that provides your recipient direct access to that specific information. ASPEN's built-in workflow creates more consistent processes for repetitive transactions, saving time and duplication of effort.



"ASPEN is constantly evolving to fill dealers' needs."

**Mark Friedrichs,
Hawke & Co.**

Powerful Search Capability

ASPEN's Selection & Vision Screens provide a multitude of options to quickly and easily find information – with much more flexibility than available from a report. These tools empower management to gain deeper business insight such as sales volume and margins by department, customer purchasing trends, and opportunities for additional business.

Best-In-Class Customer Support

Our thorough training and consistent, reliable support goes beyond the basic use of our software – we help you apply ASPEN to the way you do business. At Charter Software, we know work doesn't only happen during business hours, so in addition to our live customer support team, we also have an ASPEN product wiki available 24/7. We take Customer Support seriously, and are proud to say in an independent survey, our customers ranked our support Very Good to Excellent.

Permission-Based Security

ASPEN users only view and access the functions for which they have permission. Every record in the system is stamped with the date it was created, modified and archived and by which user, to easily track changes.

Integrated CRM

An integrated CRM gives you the power to leverage all of your data from one place, bringing cohesiveness to your sales, marketing and customer data, while saving the hassle and expense of managing a separate system.

- » Mass e-mail marketing and lists for direct mail
- » Log all interactions and emails to customers
- » 360° view of customers
- » Sales quoting, contract generation, pipeline and status

Accessible Data

We don't hold your data hostage like other software vendors – YOU own your data. Our database definition is open to give you the power to develop your own extracts/queries from the Microsoft SQL server database, and with ASPEN Integrator you can integrate with your other software or online systems.

Drill-down Reporting

Virtually all ASPEN screens and reports allow users to click their way back to the original source document such as an invoice, parts transaction, accounts payable voucher, etc.

“Charter helps us to discover ways to do things we didn't even know we were capable of doing.”

**Hilary Reichling,
R-Equipment**