

Your Clients Deserve The Best Service You Can Give.



For more information or to place an order:

TRAMS, Inc.

Los Angeles, CA

310-641-8726

Marketing@trams.com

You Deserve The Desktop System That Makes It Easy!

ClientBase

is on the desks of over
40,000 Travel Agents

TRAMS

ClientBase
Plus

Customer & Vendor Profiles

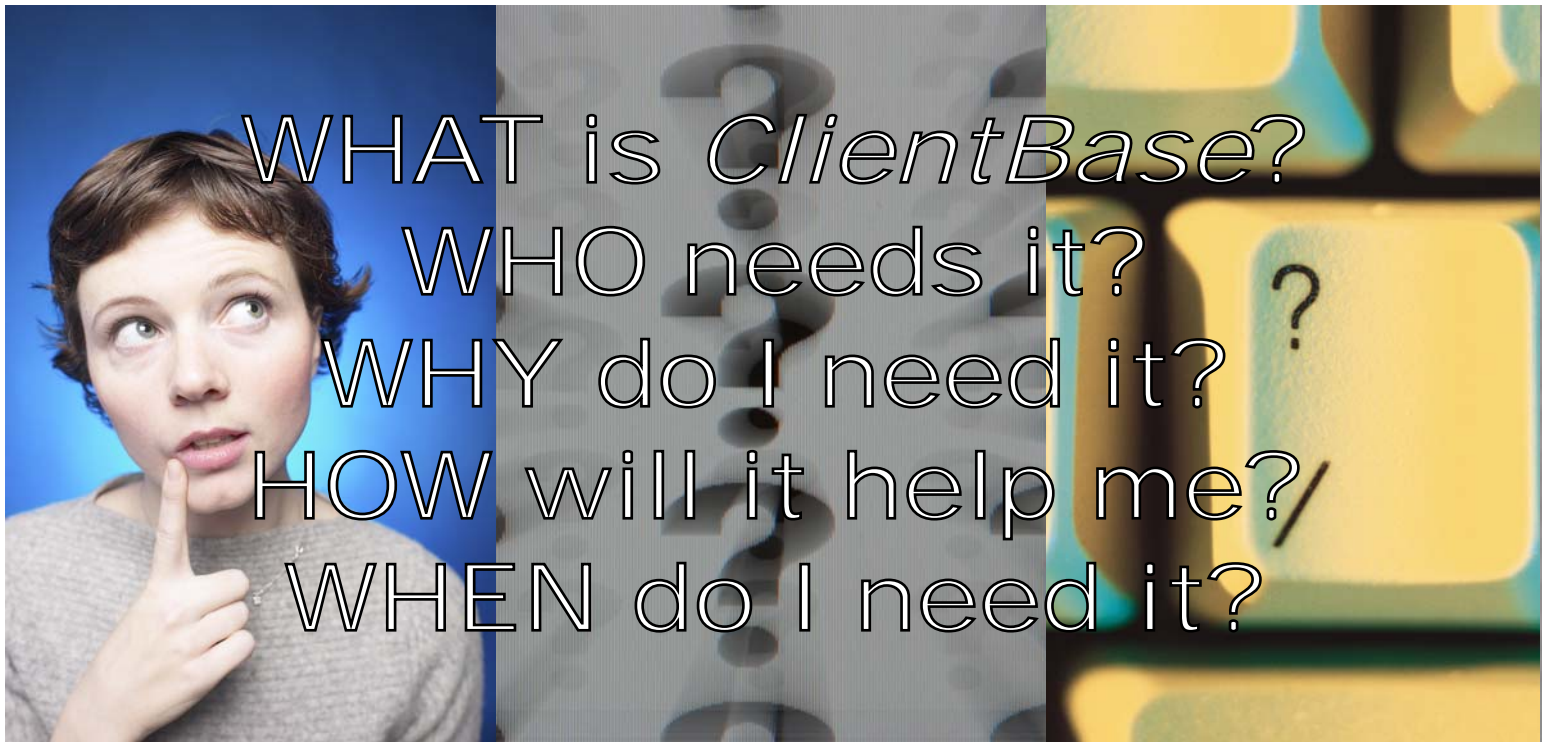
Contact Management

**Live Connection to many
Web Booking Engines**

**Itinerary Preparation
& Invoicing**

Inventory & Trip Management

**GDS & Back Office
Integration**



WHAT is *ClientBase*?
WHO needs it?
WHY do I need it?
HOW will it help me?
WHEN do I need it?

WHAT? *ClientBase* is a software program that is installed on your office network and sits side-by-side with your GDS, if you use one. As a sales tool, its database is shared by the sales team who can cooperate, collaborate and assist each other. Or a member of the sales staff can keep all their work private. When used by an Independent Contractor, *ClientBase* is installed on the IC's desktop or laptop computer where they have exclusive access to the database and the valuable information it contains.

WHO? Every Travel Professional can benefit by using *ClientBase*. Keep accurate records of clients ranging from address and contact information to birthdays, anniversaries, passport information, family member info, travel preferences, travel histories, a complete and detailed record of every trip and even attached documents and photos. Additionally, with fully integrated contact management, a sales person can easily and efficiently manage the sales process, organize daily tasks and provide the highest level of service to their clients.

WHY? To turn prospects into clients and clients into repeat clients, *ClientBase* is essential. You will have the information you need to up-sell your existing customers and provide the kind of service which will identify you as *the* Travel Professional to prospective clients.

HOW? You probably find that there's just not enough time during the day to get everything done that needs to be done. *ClientBase* will cut minutes and hours from your day and week. Don't waste time looking for phone numbers or files. It's all in *ClientBase*. Don't forget call-backs, don't forget follow-ups and don't forget to check for documents, *ClientBase* is your personal assistant.

WHEN? Now, of course. Whether you are opening a new agency, starting as an Independent Consultant or well established in either capacity, the sooner you begin to accumulate information about your clients and the sooner you begin to organize your tasks, the sooner you'll begin to increase sales and profits.



Know Your Clients and You'll Make Sales.

There are three things you need to know about your clients:

1. What travel they've done in the past
2. Who they are now
3. What travel they'd like to do in the future

There are two ways to increase sales and profits:

1. Sell higher priced/commissioned products to your existing clients
2. Increase your number of clients and repeat clients

ClientBase will help you know and help you sell!

Past travel is a great way to anticipate the future intentions of your clients. However, situations change and new interests arise, so you also have to know what your clients would like to do in the future. Chances are that they have told you what they want to do next. Maybe they've told you outright, or perhaps they've given you more subtle hints, like wearing golf-spikes into your office. But where do you keep that information and how do you tie it to the client and compare it to past trips they've taken? The answer is **ClientBase**.

Because **ClientBase** connects the client's profile to their travel history and future travel preferences, you can answer questions like, "Which of my clients have spent over \$7,500 on a cruise in the past year and said they would like to travel to Europe in the spring?"

ClientBase gives you the ability to add prospects to your marketing list, along with your existing clients, whether or not they make a purchase "this time." Could you create a saleable group if you could list all your clients with an anniversary in July... or with a 25th anniversary next year? Yes you could. Perhaps there are 5. Perhaps 50. Either way you could put together a great promotion and target those clients who are likely to be interested. Equally as important, you'll reinforce your relationship with your clients who will be more than impressed with your great service and personal touch. The tool is **ClientBase**.



The screenshot shows the ClientBase Plus software interface. The main window displays a client profile for "Mr. and Mrs. Kenneth Able" with contact information and travel history. The interface includes a menu bar (File, Edit, Reports, Merge To, Workstation Defaults, Global Defaults, Utilities, Windows, Help) and a toolbar with icons for Remind, Note, Mailer, Rescard, Print, Label, Letter, PNR, and E-mail. The client profile section includes fields for Name, Address, Phone numbers, Email, and Interface ID. Below this, there are tabs for General Info, Remarks, Marketing, Family Members, Activities, Travel History, Cards, ResCards, Payment History, Attachments, PNR Entries, More Fields, and Groups. The "General Info" tab is active, showing details like "Type: Leisure", "Last: Able", "First: Kenneth", "M.I.:", "Courtesy Title: Mr. and Mr.", "Address Line 1: 1255 East Apple Street", "City: Los Altos", "State: CA", "Country:", "Interface ID: 6509881222", "Primary Agent: 015 - Sharon Meyer and some", "Branch No.: [0] Travel With T", "Salutation: Mr & Mrs. Able", "Profile Last Modified: SHARON 6/10/2005 2:18:59 PM". The "Communications" section shows a list of entries with columns for Entry, Description, and Type. The "Special Dates" section shows a table with columns for Month, Day, Year, and Type, with an entry for APR, 1, 2005, Wedding An. The "Additional Special Dates" section is also visible.

ClientBase keeps track of all this information about your customers and their family members: and it's all sortable and reportable:

- Addresses*
- Phone numbers*
- Email addresses*
- Credit cards*
- Frequent Traveler cards*
- Birthdates, Wedding Anniversaries & other special dates of your choice*
- Attach photos and documents to profiles as part of a permanent record*
- Group assignments*
- Travel preferences: where, when, what, with whom... unlimited categories of your choice - customize them to your needs.
- Complete trip itineraries*
- Payment histories*
- Passport info
- Travel and payment histories*
- Free flow comment fields*
- Customized GDS/PNR entries*
- Plus an additional 25 fields which you can create and customize

* An unlimited number of entries can be made to these fields.

Managing Time is Managing Profit.

"Time is money," may be a cliché, but fewer business truths exist. If you're working as hard as you can from early morning to well past the end of normal business hours, then how will you handle the next big-booking that comes your way? Where are you going to "find" the time?



ClientBase provides you with a unique work environment, an on-screen to-do list that links to client profiles and the trip record to which the to-do refers (we call them 'Reminders'). Each morning sales people simply display their list of Reminders - the day's tasks. They "click-through" to the client's profile and travel arrangements (we call those 'Res Cards'), and complete the task.

Each Reminder is assigned a 'Subject' and a 'Priority' so the list can be sorted and your work performed more efficiently. Reminders can be scheduled not only for a date, but also a specific time and an 'Alarm' can be set so a notice will pop up on your screen. You'll never forget to return a client's call, follow up on a trip inquiry to make a sale. Check for final documents, follow up on wait-lists, and reminding clients that it's time for final payment all becomes routine.

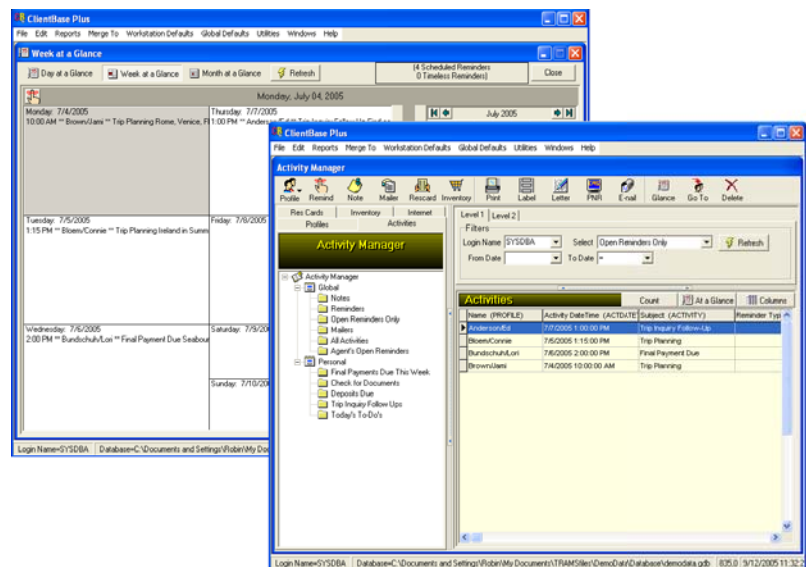
In addition, **ClientBase** has a 'Note' function. This is a place to record a price quote, the gist of a conversation and any other correspondence with the client so you don't have to try to remember every detail.

Save hours a week by organizing your days and taking each task in turn. If you can't complete everything in a day by doing one thing at a time, you certainly can't finish them by jumping from one thing to another. Because Reminders stay until you mark each as completed, you can always pick up where you left off when you're drawn away by a phone call or a new big-booking.

Customer service is the foundation of repeat sales. It's axiomatic that it's far less expensive to keep a customer than to acquire a new one. By always returning calls and sending documents on time, and as promised, you'll demonstrate your ability to provide that service. Your clients will stay... and they will tell their friends.

ClientBase keeps track of all your things-to-do, allows you to prioritize and perform your tasks, and reduces stress and wasted time

- Create your own list of to-do categories* - we call them Reminders-Activities
- Each agent* has their own list of Reminders
- Sort by date, Reminder category, priority and more
- Check off activities and tasks as they're completed
- Maintain a history of calls, emails and contacts with each customer*
- Intra-office email
- Set priority items with alarms
- View tasks as a list or in day-planner format
- Create customized one-click, activity-type lists*
- Complete integration with profiles and reservations
- Enables team-oriented task sharing
- Permanent list of all your contacts and actions



*An unlimited number of entries can be made to these fields.

Itineraries that Inform, Customer Service that Inspires.

As a travel professional, you know that the client's travel experience begins with them making their trip arrangements. You provide courteous and attentive service and when you "hand-off" your clients to the travel providers, you know their last memory of you will be their first thought when it comes time for their next trip. The Itinerary you provide your client IS their trip until they actually get on their way.


ClientBase puts the ultimate tools for managing every aspect of a client's travel arrangements at your fingertips. 'Res Card' is an electronic version of the old reservation envelope that travel sales people have been using for decades. It provides an orderly form on which all the details of your client's trip are recorded. The end product is a professional looking itinerary and invoice without duplicate data entry.

Just by recording each part of a trip, airline, cruise, tour, car, hotel, etc., and the cost of each, Res Card will "do the math" for you, generate the itinerary, produce invoices, and seamlessly integrate with **TRAMS Back Office** and other select accounting systems. This eliminates the duplication of effort. If changes, additions or deletions to the trip occur, a new itinerary and revised or additional invoices can be produced immediately.

The trip arrangement, including all the vendor information becomes part of the client's permanent record and can be easily duplicated when the Smiths ask for, "...The same trip the Joneses took."

Saving time, improving efficiency, ensuring accuracy and providing peace of mind for you and your clients is the promise of Res Card.





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Info@Starr&StarrTravel.com
http://Starr&StarrTravel.com

CRUISE RESERVATION

Vendor : Silvesea Cruises LTD Confirmation No. : ABC123
 Booking Status : Confirmed Duration : 10
 No. of Cabins : 1 No. of Passengers : 2
 Start Date : 12/15/2001 End Date : 12/18/2001
 Passengers : Able/Kate; Able/Susan
 Here's a remark that they need to know.

Rights: United Airlines 12/15/2001 Depart San Francisco (SFO)
 Flight 007 12/15/2001 Arrive in Singapore (SIN)
 Cruise: Silver Shadow

Rights: United Airlines 12/18/2001 Depart Sydney (SYD) at
 Flight 800 12/18/2001 Arrive in San Francisco (SFO)

Amount Details			Reservation Amount		Total
	Base	Tax			
Each	Brochure Price +	11,000.00	135.00	11,135.00	1,050.00
Each	Early Booking -	(5,000.00)	(0.00)	(5,000.00)	0.00
			9,100.00	135.00	1,050.00
x No. of Passengers 2			18,200.00	270.00	0.00
Reservation Amount					
This Invoice Amount					
Prior Invoiced Amount					
Balance					

Insurance

Vendor : CSA Travel Protection Confirms No. of Passengers : 2
 Booking Status : Confirmed

Thank you for using Personal Travel Services!

ClientBase effortlessly creates an invoice that is both attractive and informative providing customer service that leads to lifetime clients

Create a detailed record of every travel arrangement discussed or booked* - we call them Res Cards.
 Print, fax or email proposals, itineraries and trip statements in several formats
 Sort and report by vendor, booking status, travel date, agent and other factors
 Maintain a permanent history of all travel discussed and/or booked

Copy entire itineraries from one customer to another
 Manage Groups effortlessly by grouping Res Cards
 Print, fax and email invoices
 Integrate directly with TRAMS Back Office. "Talks" to other systems, too.
 Instantly know Deposit and Final Payment amounts for every reservation
 Set Reminder activities for every step of the booking

*An unlimited number of entries can be made.

"Live Connect" - a ClientBase first!

Travel Professionals are making reservations using vendors' web booking engines with greater frequency than ever. Some sales people have embraced on-line bookings completely. Vendors are providing new reasons to book your clients via the web. The advantages are tremendous. Savings in time, savings in money and increased efficiency are all part of the on-line experience. **ClientBase** makes it even easier!

Though web booking is much easier than making reservations by phone, until **ClientBase**, some travel professionals resisted booking on vendors' web sites because, to some extent, it was cumbersome.



"Live Connect allows me to spend more time selling and less time typing."

Without 'Live Connect', sales people have to:

- Go to the vendor's web site with a web browser
- Log in with ID and password
- Step through a few introductory screens
- Make the travel reservation
- Enter the customer's name, address, credit card information, perhaps passport data, ages, birth dates and more
- Print the itinerary/invoice in the format of the specific vendor
- Then Re-enter the entire itinerary in a word processor or other system to produce an itinerary fit for the client

With 'Live Connect,'

- You connect to the Vendor's web site via **ClientBase**, you are automatically logged in, and the client's information is transferred to the vendor's booking engine from the client's **ClientBase** profile.
- Make the travel reservation
- The complete reservation detail is imported into a **ClientBase** Res Card

Once the information is in a **ClientBase** Res Card, all the power to manipulate, add other trip details, merge with additional travel arrangements and customize the itinerary and invoice are available to you.

Computers talking to other computers; the future is here. For the Travel Professional that is tired of typing client details over and over again, and then typing itineraries, the future is **ClientBase**.

For a current list of the vendors and web booking engines to which **ClientBase** Live Connects:

<http://www.trams.com/prCbp/LiveConnect.thtml>

ClientBase's "Live Connect" provides a direct connection to web booking engines with two-way transfer of information

Over 50 Vendors are available including cruise lines, tour operators, travel insurance companies, hotels, car rentals, airlines, currency and group aggregators

Live Connect:

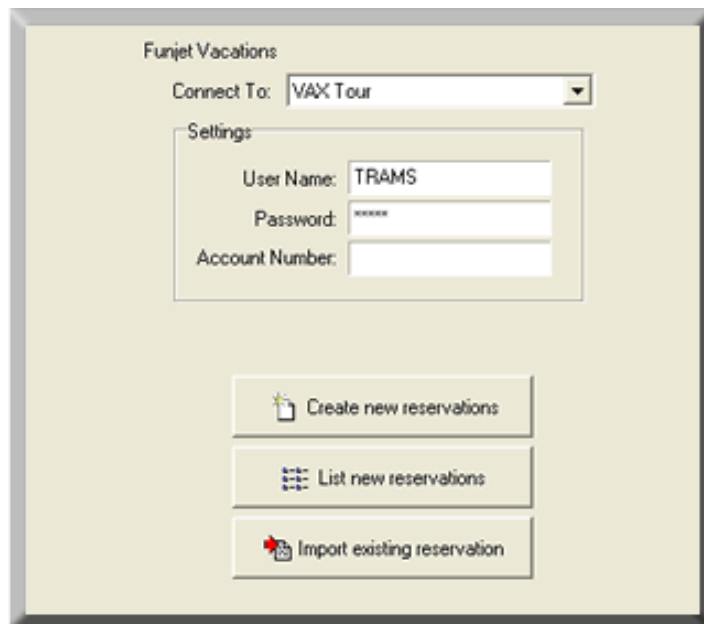
Logs you into vendor web booking engines, transfers client information securely from profiles to the booking engines, and imports complete confirmation and itineraries back to a **ClientBase** Res Card

Live Connect can be used to "pick up" reservations made via GDS or phone from major vendors such as VAX and GOGO

Eliminate duplicate data entry and typing errors with direct transfer of booking data from vendors

Live Connect utilization may make you eligible for higher commission levels

Connections to major insurance companies make it easy to quote price, and book insurance

A screenshot of a web application interface for 'Funjet Vacations'. At the top, there is a dropdown menu labeled 'Connect To:' with 'VAX Tour' selected. Below this is a 'Settings' section with three input fields: 'User Name:' containing 'TRAMS', 'Password:' with a masked password, and 'Account Number:'. At the bottom of the interface are three buttons: 'Create new reservations' (with a plus icon), 'List new reservations' (with a list icon), and 'Import existing reservation' (with a plus icon).



Unsurpassed Training, Support & Service from TRAMS, Inc.

In the preceding pages, you have seen that **ClientBase** is an essential business tool. On screen, it will become the central working environment of your sales and marketing staff. Your people will depend on it. Understanding the importance of your reliance on our products, we have assembled a support team, located at our headquarters in Los Angeles, that is ready to assist you by phone, email and fax.

With telephone hold times averaging less than 2 minutes, we challenge you to find another software support team that's more available to you than that at TRAMS. Yes - during business hours you can speak with one of our support people within a couple of minutes, often sooner. Our support staff averages over 7 years with us. Some of our senior support personnel have been with us for over 12 years.

We provide training so you can get the most from **ClientBase**. Included in your subscription is: attendance at our two-day classroom training session that provides valuable, detailed, hands-on experience; we present over 40 different one-hour, on-line "Webex" training sessions (you sit at a computer in your office and participate in a live, interactive group training presentation via the Internet, including an ample time for Q&A); we've prepared over 100 recorded training sessions (download these from our web site and "play" them on your computer with VCR-like controls). These training opportunities are extensive, reflecting our 20 years of experience.



TRAMS, Inc. hosts two annual conventions. Technology University (TechU) held in the spring is not limited to TRAMS' products. This fun confab features the latest and greatest in technology as it applies to Travel Agencies. Of course, there are plenty of learning opportunities for **ClientBase** and **TRAMS Back Office**.

TRAMS Technology & Marketing University 2006
Get Connected!



Each August is "Summer Camp" which features extensive training on our products, their integration and their use as powerful marketing tools

Visit <http://www.trams.com> for the date and venue of our next conference. You don't have to be a subscriber to attend and it's a great way to meet our users and let them tell you about their experience.

Your **ClientBase** subscription includes all the following:

- | | |
|--|---|
| <p>Training:
 Unlimited access to 2-day classroom training;
 limited to two people per training date
 Unlimited access to Live On-Line Webex Classes
 Over 40 classes; from basic to advanced topics
 Unlimited access to Recorded Webex Classes
 Over 100 topics from which to choose</p> <p>Support:
 Telephone, Email and Fax Support
 Mon. through Fri. 6 AM - 5 PM Pacific Time</p> | <p>Documentation:
 TRAMS, Inc. provides a wide range of documents including a comprehensive user's manual and separate guides for administrators, agents and marketing managers
 See: http://www.trams.com/docs/cbp.shtml</p> <p>Enhancements:
 Our team of programmers is constantly working to add new features that enhance benefits for our subscribers. New versions are available as downloads from our web site and are included in your subscription.</p> |
|--|---|



What to do to get started right now:

1. Verify that your computer network meets some minimum requirements.
2. Get an order form from your Sales Rep.

Computer Hardware Requirements:

ClientBase is a networked system. It is installed on your network server and is accessible from any of the workstations that you choose to provide access; logins IDs and passwords are, of course, required.

You will need:

- A dedicated server, that is, the network server must be a computer at which no one is working. 1 Ghz Pentium® processor with 512 Mb RAM and 20Gb Hard disk space and network software such as Windows 2000, Windows 2003, NT or XP. This will provide fine performance for offices with up to about 10 simultaneous users. For larger offices, computers with incrementally greater speed and capacity are suggested.
- Workstations must have 450 + Mhz Pentium® processors, 128Mb RAM and 6Gb Hard disk space. Minimum screen resolution of 800x600, though 1024x740 is much more comfortable for the user. In other words, computers that have been purchased since 2002 are most likely sufficient.

Because **ClientBase** is always being improved and enhanced, these requirements may change over time. To ensure you have the most up-to-date information, download the most recent version of the hardware requirements for **ClientBase** from <http://intraweb.trams.com/FAXDOCS/4606CB+hardwarerequirements.pdf>

Contact your **ClientBase** Sales Representative:

You can locate your Sales Rep by contacting our LAX office at the numbers below or by referring to <http://www.trams.com/RepsMap>.

Your Sales Rep will answer your questions and, if appropriate, present a live demonstration of **ClientBase** via a Webex conference on the Internet. To subscribe, you will be provided with an order form. There are no up-front or start-up fees to get **ClientBase**. Simply return the order form with the subscription fee for just one month and you'll receive the complete software package and be eligible to participate in all the training and receive support.



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For almost 20 years, TRAMS, Inc. has provided travel agents with technology they trust. **TRAMS Back Office**, TRAMS' first product, was introduced in 1987. By 1990 it was the fastest growing back office software product in the industry. Now, "TBO" is the most widely used accounting and data management package for retail travel agencies and has been recommended whole heartedly by the GDSs and every major agency consortia, franchise and buying group. TRAMS' products sit on the desktops of over 40,000 agents.

With the addition in 1997 of **ClientBase** to its product line, TRAMS created a fully integrated Enterprise System for travel agencies, capable of managing customer relationships, balancing agent workload, organizing communications, group inventory and seamlessly conducting the flow of the sales process from initial contact with a prospect, through booking, on to invoicing, and into accounting. TRAMS', newest division, **TMA** helps agencies focus their marketing efforts using these sophisticated tools.