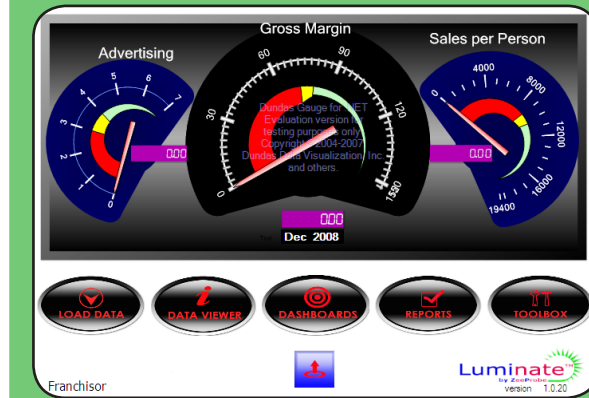
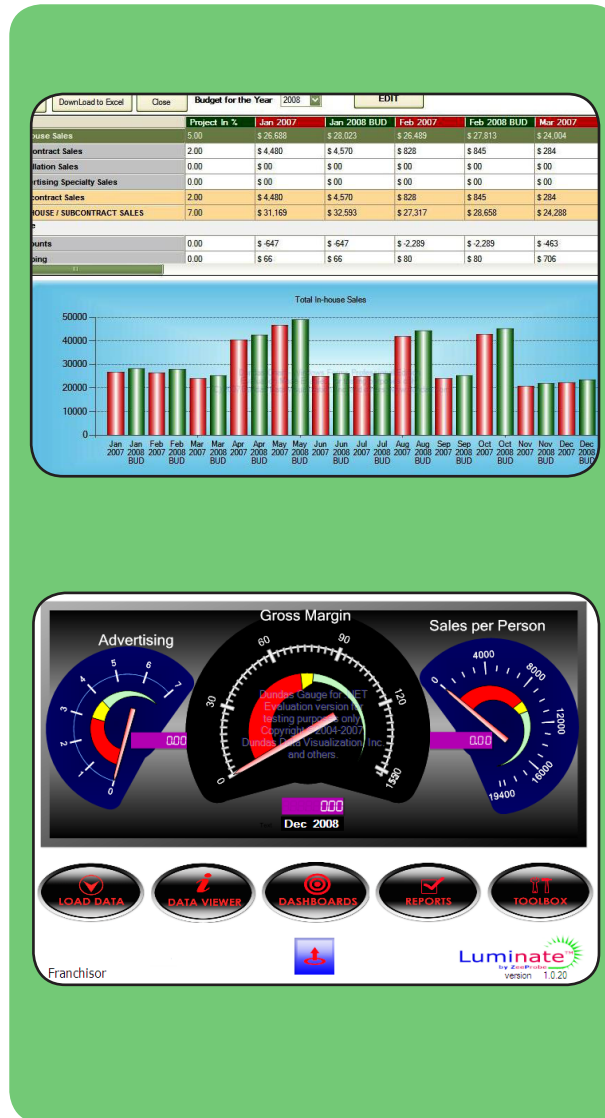
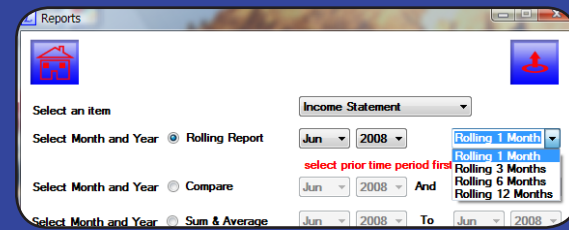
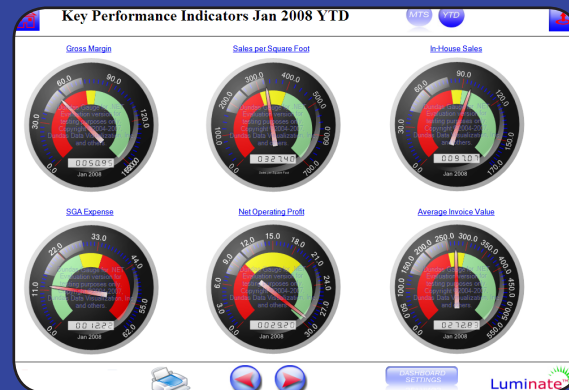
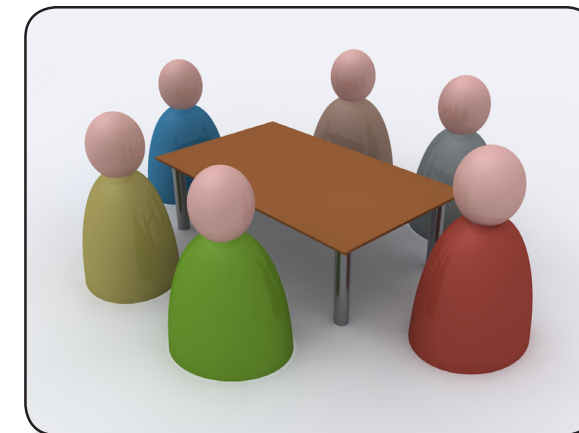


CONSUMER INSIGHTS & MARKET RESEARCH

- Web-Based
- Real-Time
- Multiple Access Levels
- Data Downloads
- Automatic Software Updates
- Version Control
- Secure



A SOLUTION FOR
STANDARDIZED
REAL-TIME FINANCIAL
AND PERFORMANCE
MEASUREMENT OF YOUR
BUSINESS UNITS AND
LOCATIONS



ZeeProbe enables consumer, market and financial intelligence for franchised, retail and multi-unit type organizations around the world to help meet your most ambitious goals of growing market share and increased profitability

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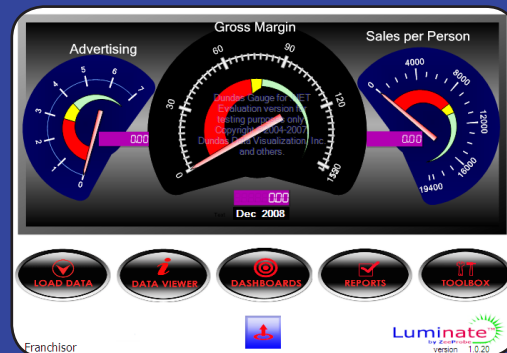




FEATURES & BENEFITS



- Customizable for any business model
- Imports data from multiple accounting systems with different charts of accounts. Simple export of income statement and balance sheet file in XL or CSV format can be uploaded
- Works best with Quickbooks and other accounting systems that can export a csv/XL file



- Financial data loaded at summary level- not transactions
- Maps financial data to franchisor recommended standard chart of accounts; simple drag and drop one time process
- Receive financial statements electronically- no more faxes

	Project B/C	Jan 2007	Jan 2008 BUD	Feb 2007	Feb 2008 BUD	Mar 2007	Mar 2008 BUD
Sales Revenue							
4100 In-House Sales	0	\$ 26,588	\$ 26,588	\$ 26,489	\$ 26,489	\$ 24,004	\$ 24,004
4114 Reseller / Engineering Sales	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
4140 Other sales revenue	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total In-House Sales	0	\$ 26,588	\$ 26,588	\$ 26,489	\$ 26,489	\$ 24,004	\$ 24,004
4120 Subcontract Sales	0	\$ 4,400	\$ 4,400	\$ 0	\$ 0	\$ 294	\$ 294
4129 Installation Sales	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
4135 Advertising Specialty Sales	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total Subcontract Sales	0	\$ 4,400	\$ 4,400	\$ 0	\$ 0	\$ 294	\$ 294
TOTAL WHOLESALE / SUBCONTRACT SALES	0	\$ 31,188	\$ 31,188	\$ 27,317	\$ 27,317	\$ 24,298	\$ 24,298

- View data that is now standardized because of mapping feature for all locations or selected group of locations in monthly, quarterly, or ytd format
- Provides for different access levels based on franchisee, regional field support teams, COOPs and Franchisor home office
- Preserves historical performance for comparisons and trending
- Operating ratios and performance measures automatically calculated and color coded based on benchmarks



- Graphical dashboards with individual dashboard settings for corporate personnel, field personnel and individual franchisees
- Operating ratios and performance measures (KPIs) automatically calculated and color coded based on benchmarks
- Rankings of franchisees/locations by performance and filters based on location type, market, size, age and other variables
- Franchisees/locations compare performance instantly to system/market averages, benchmarks and their peers
- Simple creation of franchisee/location budget based on historical performance for actual vs budget comparisons
- Real-time raw data downloads of all historical data for further analysis
- Rankings of franchisees/locations by performance and filters based on location type, market, size, age and other variables
- Robust reporting capabilities to run rolling reports, comparison reports, sum and average and budget comparisons that can be exported to XL or printed