



**Addressograph Bartizan**  
[www.imprinters.com](http://www.imprinters.com)

August 23, 2004

Jim Heaton  
President  
VOX Wireless Inc  
36 Glengowan Rd  
Toronto, ON M4N 1E8

Re: Microsoft CRM Implementation

Dear Jim:

I am writing this letter to extend my thanks to your staff for a job well done. We have been live with Microsoft CRM for only a short time but we have already seen benefits that were not expected.

Addressograph Bartizan has over 150,000 customers in 122 countries around the world, as your implementation team can now attest to!! This makes us the world leader in the manufacturer of card imprinters.

With two order-entry systems and their respective databases, one of the key challenges AB faced every day was identifying which of our customers was on the other end of the phone. The integration of Microsoft CRM with these systems now provides a unified view of our customers and all of their related product and pricing order history. Our Customer Service and Sales team with Microsoft CRM are now able to quickly and efficiently respond to our customer's calls and orders. Our increased ability to mine our extensive database for additional business and cross-selling opportunities and manage our sales efforts is exciting!

Your implementation team is to be congratulated. The assistance provided from help with the required hardware environment through their skills and expertise in project management and change management were instrumental in getting to where we now are.

Sincerely,  
Addressograph Bartizan

Dan Harrison  
Vice President, Treasurer

171 Webster Road, Kitchener, ON N2C 2E7  
Phone: (519) 893-4510 (800) 565-0551 Fax: (519) 748-9843