



The SmartPartner Suite

SmartPartner Connection is a special relationship between Horizon and our clients. Over the years, we have benefited from countless suggestions from our customers. Those suggestions have been incorporated into the software, and are a key reason that SmartPartner software is the industry leading product. Our commitment to working closely with our SmartPartners and incorporating their suggestions and requests truly differentiates Horizon. Through the SmartPartner Connection, we are delivering the promise to work on your behalf as if we are another member of your team.

Horizon is built upon real world experience, as an Electronics System Integration and Retail business for 35 years. Our focus on repeatable processes is built into our software products. SmartPartner represents the culmination of over twenty years as software developers for Electronic Systems Integrators. Our roots in retail A/V and custom installation have taught us that success is built upon satisfying each customer on an ongoing basis. We are driven to not only build the best software possible, but to provide the highest level of developer direct support.

Finally, we are focused on the relationship between our clients and our company. SmartPartners have direct access to our development team to ensure that they are not only getting the service they deserve, but also that we are receiving their ideas and comments on how to improve the SmartPartner Suite.

The SmartPartner Network is the group of SmartPartner software users and the relationships between them are a key component of the SmartPartner Suite. The sharing exhibited between members of the SmartPartner community is truly extraordinary. This sharing extends beyond the use of software and into problem solving for industry issues, sharing of best business practices and defining software enhancements.

When you join the SmartPartner Network, you will be joining forces with the top electronic systems integrators in North America. You will be working with the best system integrators in the business, sharing information and best business practices in a non-competitive and supportive relationship. The value of having a direct link to the other SmartPartners and the opportunity to interact on a regular basis adds up to a very special and valuable resource.

SmartPartner Software is the tool around which the Connection and Network revolve, and which our customers use to enhance their business operations. The SmartPartner Software Suite is the worlds only High Definition Proposal and Project Management system. Horizon's proprietary Multi Dimensional Database Technology enables true multi-company, multi-location, multi-user, multi-discipline, multi-zone/area, multi-phase capabilities that enables you to present proposals to your clients, job cost and manage your projects by discipline, installation phase or by zone/area.

The Automated Task & Project Management system enables you to keep track of every detail, task and milestone of your projects from beginning to end and have each member of your staff automatically notified via email at the appropriate time. The SmartPartner Software features an integrated contact management and follow-up system, extensive product libraries and inventory control, a Point of Sale module for over the counter transactions, tight integration with QuickBooks and other bookkeeping systems and Horizon's proprietary GraphicsDraw Pro.

All of these features are presented in a propriety 4th order graphical user interface making it very easy for sales people and project managers to use and it can be shared across any Windows or Mac network.



The SmartPartner Connection

At Horizon Software, we're committed to the success of our customers. Our commitment is built on real world experience and that experience has resulted in the best, most fully featured high definition software available for the electronics systems integrator. The SmartPartner Suite is a combination of a direct working relationship with Jim and Horizon Software, a tight knit user community of other SmartPartner members and the benefits of using the SmartPartner software.

Industry pioneer and innovator

Horizon's founder, Jim Engandela has been deeply involved in all aspects of music, recording, audio/video electronics, retail/custom sales and business software for almost 40 years.

Custom Audio Services 1971

While working toward his degrees in electronics and music, Jim started his first business that specialized in high fidelity sound and custom installation of audio systems. Installing everything that was sold, became the hallmark of this business model long before it became an industry trend.

Safari Records 1974

Jim created a "state of the art" recording studio and record label where hundreds of records, commercials and film sound tracks have been produced. In the studio he pioneered many multi-track recording, surround sound and high fidelity techniques. Jim is a keyboard/synthesizer player and sound designer who has performed and recorded original jazz compositions for many of these productions.

EME Audio & Video Systems 1977

EME Audio & Video Systems was founded as a multi-store operation, featuring high performance home, car and commercial systems. EME was the leading AV specialty retailer in western Wisconsin for over 20 years. Jim's extraordinary success led fellow audio shops and manufacturers to repeatedly inquire as to what was driving his performance. As he responded to these inquiries, Jim realized that it was his organizational processes that were unique. Jim combined his newly found interest in software development with these business management processes and Horizon Software was born, resulting in the following software systems.

Retail Computer Management System 1988

In order to efficiently manage EME Audio & Video, Jim co-developed an advanced SQL computer based point of sale and bookkeeping system. The RCMS (Retail Computer Management System) software continues to be used by some of the finest retail/custom shops in the country including Listen Up, Definitive Audio & Video, Absolute Sound and Flanners Audio & Video.

Custom Proposal System 1991

Even though the RCMS software streamlined EME's back office operations, Jim recognized that the most dramatic impact that a business owner can make to their operation would be to close more sales. This led to the development of the Custom Proposal System, the first proposal software ever created for our industry. CPS has since become the most popular and fully featured entry level proposal software for systems integrators.

SmartPartner Software 2000

Building on the success of the Custom Proposal System, Jim synthesized his knowledge and experience in both software development and the retail/custom industry, with the needs and desires of the premier CPS users, to create the finest High Definition Proposal and Project Management System available.

Here's what the electronics industry told us they wanted and that Horizon has delivered.

- A long-term relationship with an experienced software developer who understands the challenges facing the custom and retail audio video specialist and responds quickly to their needs.
- Great software that specifically addresses their business needs to help managers, bookkeepers, salesmen, engineers and installers work together in one, comprehensive and easy to use software environment.
- The ability to share common challenges and create advanced solutions with a small group of the best electronic system integrators in the business.
- Assistance with implementing these advanced software tools with their staff.
- A software tool that provides a competitive advantage in their marketplace.
- An affordable and cost effective approach to software development and support.

The Horizon Team

Jim Engandela

President/Developer

Sandy Engandela

Office Manager

Dave Dowling

Technical Support

Joel Roberts

Technical Support

Marty Agather

SmartPartner Liaison

Scott Deetz

SmartPartner Liaison



The SmartPartner Software

Improved Software Leads to Improved Business Results

The SmartPartner software helps you make better decisions which will lead your organization to increased sales, operational efficiency and greater profits. This is accomplished through a unique multi dimensional database and well organized and easy to use graphical interface.

Work Smarter with a True Work Group Solution

Horizon has developed the SmartPartner software using a true work group methodology. This enables all members of your team, from design and sales through project management, warehousing and inventory, and back office functions such as accounting, to effectively work together in a more timely and seamless fashion.

- Superior Proprietary "Directed Database" Performance
- Keeps your entire workgroup on track.
- Multi-User, Multi-Company, Multi-location capabilities
- Simultaneous Network capability on all Windows and Macintosh computers
- Remote access capability with Terminal Services, Go to my PC and PC Anywhere
- Assignable Password and Access Rights each user
- Salesman's friendly, EZ to use, point and click software environment
- Master Tracker that automatically Email's tasks and reminders to staff members to keep everyone on track

Win More Sales with Better Proposals

One of the distinguishing characteristics of Horizon's software has always been the easy to use, sales focused proposal tool. SmartPartner proposals are great looking, well organized, easy to understand and convincing.

- True Multi-Discipline, Multi-Zone, Multi-Phase software
- Create Proposals, Manage Projects and Job Cost by these 3 methods.
- Present detailed, subtotaled or grand totaled pricing
- Proposals feature Integrated product images
- Product Libraries store detailed product data and associated labor, parts and wires.
- Text libraries add detailed descriptions of services
- Integrated project fees add profit to your proposals
- Present the proposal the way the customer wants to buy: by room, by discipline or by project phase

Increase your Profits through better Project Management

Keeping track of all the details of a project from beginning to end and knowing what to do, who and when it needs to be done are the key elements in Project Management that determine profitability and customer satisfaction. The SmartPartner software automatically assists you at every step in the process.

- Control projects with predefined installation process
- Master Tracker and Project Manager keep track of every task and milestone.
- Integrated Calendars and Gantt charts
- Complete wire management capabilities
- Reports available either for individual or all proposals and projects.

Reduce Costs with Integrated Product Management

The SmartPartner software enables you to create an efficient merchandising plan, with specific product details such as labor, parts and wire to ensure that they are automatically included in your proposals. You can also control your inventory with purchase orders, installation work orders and sales invoices that are seamlessly integrated with QuickBooks.

- Detailed perpetual inventory system
- Automatic reorder point
- Purchase Orders
- Work Orders
- Sales Invoices
- QuickBooks and RCMS bookkeeping integration

Increase Customer Satisfaction through Contact Management

SmartPartner enables you to communicate effectively with vendors and clients via emails, faxes and letters directly from the contact manager. A complete automated follow up system will keep your sales process on track from the initial contact through the successful completion of the project.

- Follow-up Letters designed to guide prospect through the sales process
- Send letters to business partners such as architects, builders and interior decorators
- Manage relationships with sub contactors
- Keep vendors informed on important happenings

Please Click on this link or copy it into your Web Browser, to open these files.

SmartPartner Demonstration Video

http://www.horizon-software.com/download/SmartPartner_Overview_5v1/SmartPartner_Overview_5v1.html

- This one hour overview covers most of the SmartPartner Software features.
- Clickable Chapters shown on the left of the video screen for easy access.
- Turn up the sound of your computer speakers
- Then click on this link or copy/paste it into your web browser

SmartPartner Sample Proposal

http://www.horizon-software.com/download/SCPS_Proposal.pdf

SmartPartner Features & Benefits

http://www.horizon-software.com/download/SCPS_Features.pdf

HORIZON SOFTWARE

Superior Software & Support



SmartPartner SOFTWARE®
(contains all features shown above)

Custom Proposal System®
(contains these features only)



SmartPartner Raves & Testimonials

Horizon Software's background as a electronic systems integrator taught us that customers are gained one at a time through honesty and providing exceptional value. We've also learned that first rate customer support and guidance is imperative if we want to keep our customers.

What industry professionals are saying about the SmartPartner Suite

"Directing my clients to Horizon Software was an easy decision. I weighed the performance, functionality, and price of the competing packages, and the SmartPartner Software suite clearly outshined the competition. The software is easy to use, intelligently designed, and feature-rich. Complimented by Horizon's personal level of service..there is simply no rival in the marketplace."

Orville Grene
Systems Integrator Consultant

What our customers are saying about the SmartPartner Suite

There are many reasons that a user should upgrade to the SmartPartner Suite. One of them are Labor, Parts and Wire Supplements that allow you to make the quoting and installation process more precise, ensuring profit. The ability to build a proposal room by room, and to present the proposal by discipline - the way the customer wants to see it - will help you close deals. Together, they make buying a no brainer.

I have worked with Jim for about 10 years. My first experience with Jim was at a trade show in Las Vegas. We purchased proposal software from him while at the show and began to use it immediately. We have used the software (CPS) from that time until about 2002. That is when we began using SCPS. Considering the amount of time we had used CPS we found it to work very well for our small growing business. We used CPS every day and it became part of our company. We lived and breathed CPS. We were able to organize many activities based on our use of CPS.

About the same time SCPS came along we were also growing and changing. SCPS pushed us one step farther into better organizational skills needed to grow our company. SCPS is not just a piece of software it is the heart of our company. We use it to store information gained in product research, build proposals, do our purchasing, make change orders, build better work orders, explain our goals to our customers, and streamline accounting. Because SCPS is so broad in its capabilities we use SCPS to guide our company in a way that encourages much better organization and streamlining of tasks.

During the past 10 years I have worked personally with Jim to better the software and to be trained on how better to use the software. In every case I have needed Jim's help he has been there and performed as expected. My working relationship with Jim has been excellent. We expect to continue indefinitely to use SCPS and promote it.

One of the biggest benefits being a part of the SCPS network is that I have been able to communicate very closely with other companies like mine. With the industry growing so fast, with so little info and where to head I have been able to

communicate with other people involved in companies like mine. I have discussed everything from what kind of product they use to how are they handling this or that accounting problem.

Mark Hicken
Custom Installation and Design

CPS provides quotes that are impressive, SmartPartner gives you quotes that are hyper accurate. Robert Ridenour, Connected Technologies

I don't know how we ever ran our business before we had SmartPartner (I'll bet everyone says that). I also want you to know that the latest update is great I applaud you. Great job! Thanks again for the great effort.

Robert B. Cohen
IDS Audio & Video Technologies

I've been working with Jim Engandela and Horizon Software since 1996. I began with CPS (Custom Proposal System) software in a 2 person company. Using the CPS software for sales, project design, purchase orders, etc. I grew that company to well over \$2M in sales with a staff of 16 people. I found that the software allowed me to produce more professional proposals in a fraction of the time I spent before and I found that they were much more consistent. I attribute a great deal of the efficiency of the sales and ordering to Jim's software.

When Jim contacted me with his SmartPartner program, I think it was still an idea. I was immediately interested and enjoyed participating in the discussions that ultimately lead to the parameters Jim used to create the SmartPartner software. The SmartPartner software allows much more flexibility and depth than CPS. In addition to much more robust prospecting and proposal tools, SCPS has wonderful project management and follow up tools that keep your clients happy (referral source) and buying from you (revenue source). In addition to the software, the program gives you access to a unique group of non-competitive, like minded business professionals that are willing to share from past experience and.....

Jim, who meets all of the aforementioned qualities and then some. I can easily recommend Jim, Horizon, and the SmartPartner program and would be happy to discuss it if you would like to contact me.

Matt Baker
BakerHouse
Safe T Systems

What our customers are saying about Horizon's support services

THANK YOU for the assistance you gave me. The system is working wonderfully. Thanks and I hope that everything is well with you.

Claus Ullstad
MOJO Audio Video

Thank you, Jim, for your quick and timely response. It's such a shock to experience excellent customer relations these days!!

Steve Haddox
Custom Installation & Design

Thank you again for all your help with assisting us to getting our software installed and up and going. It was a tremendous help and truly excellent customer support (Seems too rare these days). Dennis Lane, Accurate Electronic Interiors, Inc

Thanks again for your fantastic support!

Rick Bender
Absolute Sound

We'll take on anybody in the marketplace using the SmartPartner software. They are handicapped without it. Our days revolve around the SmartPartner software, it makes jobs smoother. It is an all encompassing management tool. He just takes the software and implements it the way it was designed to work. Using SP, a lot less stuff gets into the cracks, and when it does, they can easily find it.

The SmartPartner users are lucky to have Jim with his experience as an AV integrator. That gives him a strong understanding of what they need and is the reason that SCPS is light years ahead of the competition. They don't need to try to explain the business to a software developer from outside the industry.

Shawn Garret
Dakota AV

Now that you've had a chance to hear what others are saying, isn't it time to see whether the products and services that Horizon provides make sense for your organization?



**Survive & Prosper!
with
Horizon's SmartPartner Software**

Please fill out the Price Quote Questionnaire and email it back to Horizon Software.

- **Horizon Quote Questionnaire**

Fill out this form and return it to Horizon for a no obligation price quote.

Please Click on this link or copy it into your Web Browser, to open this file.

http://www.horizon-software.com/download/Horizon_Quote_Questionnaire.doc

This will enable us to provide you with a no obligation quote tailored to your business. We think you will be pleasantly surprised on how cost effective our business building solution is.

Hopefully after reviewing the information we have included on the SmartPartner Suite, you have a better understanding how joining our growing group of SmartPartners will help you solve many of the challenges that your company is experiencing.

All of us at Horizon Software welcome your questions and feedback. We are here to help you in every way possible.

Thank you for taking the time to review our Software and Services.

Our goal is to help you not only to Survive, but to Prosper!

Regards,

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