

SmartPartner Suite

High Definition Proposal & Project Management System





March 25, 2008

Thank you for your interest in Horizon's SmartPartner Suite.

In today's fast paced and changing business climate, Horizon Software's goal is to help you Survive & Prosper.

Progressive business owners know that when their business environment is challenging it is the best time to invest in methods which increase your sales, improve your operational efficiency and enhance your profits.

The SmartPartner Suite and support services have been carefully designed to help you and your business **survive and prosper** in today's challenging climate.

After developing several highly successful solutions for system integrators over the past 20 years and consulting with Horizon's valued clients, I realized that our industry needed...not only better software, but a better approach. As a result I have spent the last 6 years, 6 days a week creating and refining a holistic solution to managing your entire business.

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

Please call Horizon at (715) 287-3335 to receive more information and a questionnaire that will enable us to provide you with a **no obligation SmartPartner quote** tailored to your business.

Regards,
Jim Engandela
President/Developer
Horizon Software

(715) 287-3335 phone
(715) 287-4464 fax
horizon@triwest.net email
www.horizon-software.com website

Table of Contents

Jim Engandela, Industry Innovator	4
SmartPartner Suite Overview	6
SmartPartner – CPS Comparison	8
SmartPartner Software Overview	9
What Others are Saying	11
Additional Resources.....	12
Next Steps.....	13

Jim Engandela, Industry Innovator

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 electronic systems integrators.

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 his 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 were produced. In the studio he pioneered multi-track recording, surround sound and high fidelity techniques.

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 EME's 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, 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.

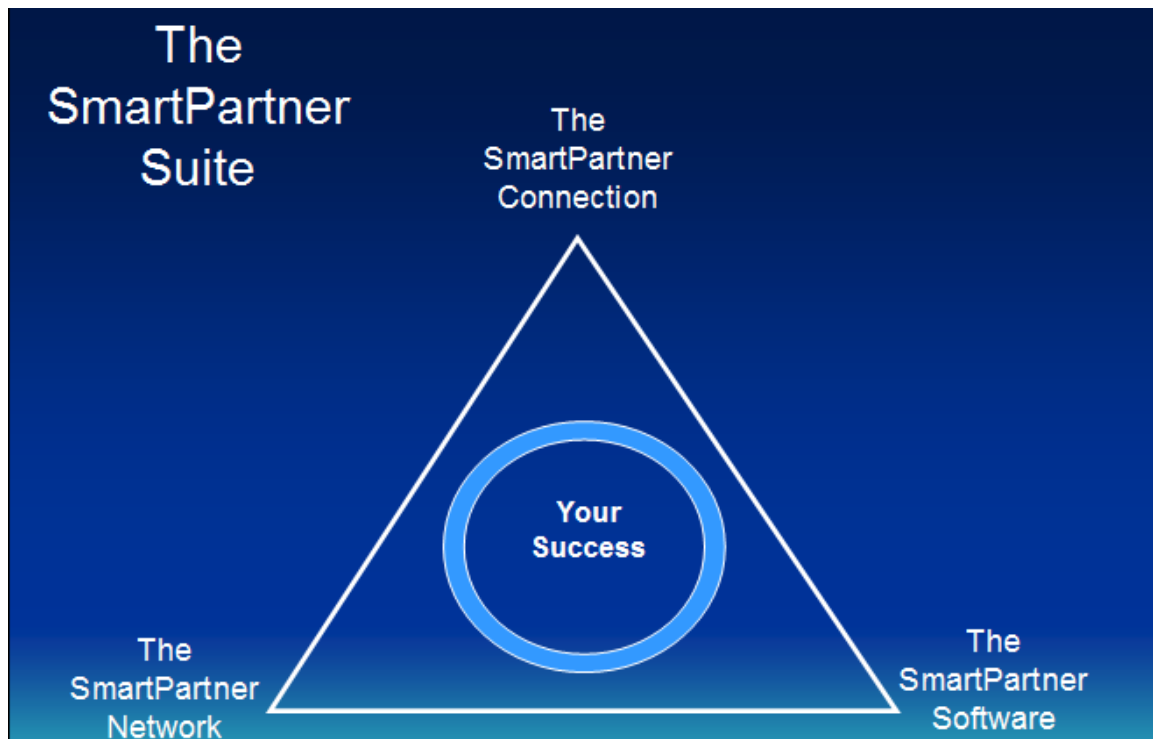
Here's what industry professionals told us they wanted.

- 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 SmartPartner Suite is a combination of a direct working relationship with Jim and Horizon Software, a tight knit user community of other SmartPartner members as well as the SmartPartner software.

Horizon Software is built upon core values: professionalism, integrity and first class customer care. We look forward to speaking with you further about becoming a Horizon SmartPartner.

SmartPartner Suite Overview



SmartPartner Connection is a special relationship between Horizon and our clients. Over the years, we have benefited from countless suggestions from our customers. These suggestions have been incorporated into the software and are a key reason that the 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. 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 and 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 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.

SmartPartner – CPS Comparison



SmartPartner Software Overview

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.

- Network capable on both Windows and Macintosh computers
- Remote capability with Terminal Services, Go to my PC and PC Anywhere
- Tasks assignable by user name or job position
- Multi user Simultaneous Operation
- Full password and access rights for each user
- Multi-Company, multi-location capabilities
- Single easy to use environment
- Email tasks and reminders between staff members

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.

- Build by room, present by discipline
- Present itemized, subtotaled or grand totaled pricing
- Integrated product images
- Built in text libraries add detailed descriptions of services
- Integrated project fees
- Improved accuracy with integrated parts, wire and labor charges attached to each product
- Highly detailed product database
- 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 should do it 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
- Start, installation and completion dates
- Integrated Gantt charts
- Complete wire management capabilities
- Reports available either for individual projects or shop wide

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 levels
- Purchase Orders
- Receiving

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.

- 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

What Others are Saying

Horizon Software's background as an 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 two reasons that a user should upgrade to the SmartPartner Suite. Labor, Parts and Wire Supplements 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." **Mark Hicken, Custom Installation and Design**

"CPS provide 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**

What our customers are saying about Horizon's support services

Just a quick thank you for your quick response to my cry for help. As my young business grows, I find myself using your proposal system more and more. Without a doubt, it has paid for itself several times over and I understand its greater capabilities more every day. Thanks again. **Ken Walker, Sound Design Systems, Inc.**

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

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**

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?

SmartPartnerSuite

High Definition Proposal & Project Management System

Additional Resources

SmartPartner Sample Proposal

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

SmartPartner Overview Video

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

http://www.horizon-software.com/download/SP_Video_5v1/SmartPartner_Video.html



March 25, 2008

SmartPartnerSuite

High Definition Proposal & Project Management System

Next Steps

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

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

Please call Horizon at (715) 287-3335 to receive more information and a questionnaire that will enable us to provide you with a **no obligation SmartPartner quote** tailored to your business.

The Horizon Team

Jim Engandela

President/Developer

Sandy Engandela

Office Manager

Dave Dowling

Programming & Technical Support

Joel Roberts

Technical Support

Marty Agather

SmartPartner Liaison

Scott Deetz

Business Development

Horizon Software

(715) 287-3335 phone

(715) 287-4464 fax

horizon@triwest.net email

www.horizon-software.com website