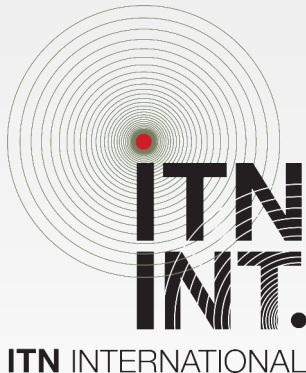


New from ITN!

# BCARD Platform

Next level lead data management for your enterprise



## About ITN

ITN International, the world leader in mobile NFC and cloud-based event solutions, serves corporate event producers, event agencies, tradeshow managers, and exhibitors on six continents.

The clients we serve, not unlike ourselves, are pacesetters within their industries. They include leaders like Amazon, CTIA, EMC, HP, International CES, Microsoft, VMware and UBM.

## The all-in-one platform for managing face-to-face leads

BCARD Platform lets your sales force capture, qualify and fulfill leads across all face-to-face environments and consolidates all leads in a central cloud portal for tracking, analysis and integration into your CRM and marketing automation systems.

With BCARD Platform, you can:

- **Capture leads across all your events**

Tradeshows. Conferences. Corporate events. Road shows. Field visits. Chance introductions. Give your reps one solution that works everywhere.

- **Read any medium**

Capture leads from QR Code badges, barcode badges, NFC badges or business cards.

- **Qualify at point of capture**

Qualify face-to-face leads with the same precision you apply to other leads entering your CRM and marketing automation systems.

- **Fulfill instantly**

Deliver targeted collateral at the same time you qualify.

- **Consolidate everything**

The cloud portal lets you manage your lead data, marketing content, qualification surveys, and lead retrieval devices at the enterprise level.

- **Leverage your data**

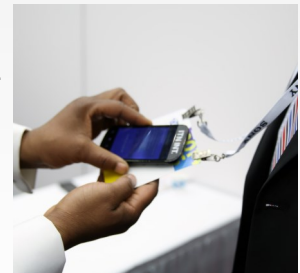
Dashboard and drill-down reports help you evaluate your face-to-face lead generation activities.

- **Integrate your data**

Import your face-to-face leads into your CRM and marketing automation systems.

- **Add experts to your team**

Proactive product support is included.



## Contact ITN today to request a demo

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# BCARD Platform

## An enterprise-quality suite of tools for managing lead data

ITN has leveraged more than 10 years' experience developing lead management solutions to create a new suite of tools that supports enterprise-level lead data management. BCARD Platform is offered on a one-year subscription basis and includes the following components.

### BCARD Reader

ITN's mobile app BCARD Reader equips your sales force for anytime, anywhere lead capture, qualification and fulfillment. The basic subscription provides unlimited use of:

- 4 multi-user BCARD Reader licenses
- 4 NFC-enabled Android tablets or smartphones
- 4 barcode scanners.
- 20 single-user licenses for activation on your reps' own Android, WP8 or iOS devices

BCARD Reader can capture leads from any medium:

- QR Code badges and bar code badges
- NFC badges
- Business cards
- Badge ID and manual entry

BCARD Reader also allows users to qualify leads through surveys you build and assign to events on the BCARD Portal, and lets users take notes, browse and edit leads, and send leads an email with links to targeted collateral material. All lead data collected by BCARD Reader are stored on the mobile device, and when and wherever the device has a cellular or Wi-fi connection are uploaded by the app to the portal.

### BCARD Portal

A SaaS service, BCARD Portal lets you consolidate, track and analyze all the lead data your sales force collects in face-to-face settings, as well as manage marketing content, surveys and lead management devices. BCARD Portal provides these key features:

- Events & Orders. Manage lead-collection devices and map badges before events.
- View Leads. Monitor lead collection in real time or any time after an event.
- Reports. Select dashboards and create graphical reports of lead collection.
- Download Leads. Export leads for integration with your CRM and marketing automation systems.
- Survey Builder. Create lead qualification surveys customized to your needs.
- Content. Manage the inventory of collateral materials used for fulfillment.

