

eDynamic - Franchise Industry Capabilities



eDynamic

Blending Creativity and Technology to Deliver Better Business Solutions



Franchise Management System

About eDynamic: eDynamic (www.edynamic.net) is a Global Technology, Interactive Marketing Services & Consulting Firm focused on delivering integrated business solutions. eDynamic is a rapidly growing, privately held company that delivers on the technology, creativity & marketing needs of enterprises. Through its offices in New York, Toronto, Dubai, and New Delhi, eDynamic is serving customers such as Suncor Energy, UPS, PepsiCo, New York Life, GlaxoSmithKline, Sunlife, General Electric, Allianz, Advance America, Preferred Commerce, Intercontinental Hotels, Maruti Suzuki, Jet Airways, Barista, Costa Coffee, Samsung, Sony, among many others.

eDynamic's service offerings include Application Development (Web based, .NET, Java), Application Management, Testing, Resource Augmentation, Systems Integration, Business Intelligence, Content Management Systems, Customer Relationship Management, Interactive Marketing and Business Consulting. eDynamic has deep domain expertise in verticals such as Insurance, Banking, Credit Cards, Pay Day Loans, Retail, Leisure Travel, Hotels & Hospitality, Business Travel, Real Estate and Franchise. eDynamic has enviable expertise in best-of-breed technologies such as Business Intelligence (MicroStrategy, IBM-Cognos, Business Objects, SQL, IBI), Customer Relationship Management (Microsoft Dynamics, Sales Force). eDynamic has technology partnerships with IBM, Microsoft and are also certified solution partners for Sitecore Content Management Systems in North America, Europe & India.



Franchise Management System

- IT Services
 - Application Development
 - Application Management
 - Testing
 - Resource Augmentation
 - Systems Integration
 - Business Intelligence
 - Content Management Systems
 - Knowledge Management Systems
 - Customer Relationship Management
- Interactive Marketing
- Consulting



Franchise Management System

What is Franchise Application Management Systems (FAMS)?

eDynamic's Franchise Application Management System (FAMS) is a one-of-its-kind, online, uniform franchise recruitment process which allows a franchisor to simply manage 4-6 times more franchise prospects without increasing resources. FAMS comes with a built-in rules and profiling engines that covers all aspects of the franchisee selection process and enhances efficiency by reducing the unproductive, time-consuming, 'paper processing' work.

FAMS is a customized version of eDynamic's Apps-In-Motion System (AIMS). AIMS™ is an online Application Management System that brings process efficiencies and intelligence into the application management process. It automates the application workflow and streamlines the process, allowing various types of users to work together to process applications. It is an Online Franchise Application Management System that allows the franchisors to gain control of the entire recruitment lifecycle and manage the selection process in an efficient manner. It leads each potential franchisee through a simple, step-by-step process that allows smooth collection of all required information to make a complete assessment of a candidate. It offers online application tracking and automated communications with the candidate, resulting in a significant reduction of workload for the Franchise Recruitment Manager. For the franchisor, the system is an assessment tool through which all applications can be viewed, evaluated and processed based on customized rules and criteria. The intelligence offered by the system allows a franchisor to locate comparable candidates within a matter of seconds and eliminating the necessity of tedious manual review of applications. There are various administrative users who can be assigned to view or edit specific pieces of information in the system. This means that each member of your franchise recruitment team would be able to work with the system. Once an application has been approved by the system, FAMS can also provide induction training via the Internet.



Franchise Management System

Features

Accelerates the process of signing up new franchisees

- Allows you to manage 4-6 times more franchise prospects without increasing resources
- Capable of rapidly organizing, tracking and evaluating several hundred prospect leads per day

Supports the franchisee application evaluation process

- Franchise applicants who match the franchisors defined criteria are prioritized ahead of those applicants that do not meet the criteria. This helps the franchise recruitment manager talk to the "right" franchisees first
- Provides workflow capabilities that allow various roles in the organization to take part in the application processing stream in a sequential manner
- Customizable 'Decisioning' processes can implement automated decisions based on a predefined criteria

Improves the recruitment process

- Provides a uniform and standardized application process with built-in rules and a profiling engine that ensures better screening of applicants
- Provides the visibility and flexibility to make critical, ongoing process improvements
- Provides comprehensive reports that can be used for analysis on critical data

Streamlines communication

- Provides a web-based interface to streamline communication
- Automated emails are sent informing the applicant of the progress of the application
- Provides Content Management Capabilities that enable the administrator to change email content on the fly

Other Features

- FAMS seamlessly integrates into your website. Even the interface design of the application can reflect your company's branding, website colors etc. It only takes one click from the homepage to get to your company's online franchise application management system.
- Provides a simple, interactive and easy to use interface for applicants through which they can submit all relevant personal, business and experience information. The applicant can log on from anywhere and at any time to view the status of his application.
- FAMS provides contact management capabilities by storing all franchisee information in a database that can be used for communication. eDynamic's communication platform can be added to the system to create newsletters and email marketing programs targeted to the contacts list.



Franchise Management System

Benefits

- **Drives quick expansion/growth:** Comprehensive franchise recruitment software that helps franchise systems expand rapidly by accelerating the selection process for new franchisees. Allows a franchisor to manage 4-6 times more franchise prospects without increasing resources. It is capable of rapidly organizing, tracking and evaluating several hundred prospect leads per day.
- **Increases efficiency:** Provides a framework that helps franchisors implement a uniform, standardized and efficient franchise recruitment process with built-in rules and a profiling engine that ensures an effortless screening process. Provides workflow capabilities that allows for various roles in the organization to take part in the application evaluation process in a sequential manner.
- **Improves selection process:** Improves selection process by focusing on the “best-fit” applications first. Offers comprehensive reporting capabilities that allow the franchisors to enhance their selection process. A transparent system allows for detailed custom reports that can be used for analysis on critical data. Additionally, the system is flexible and allows for critical and ongoing improvements to any franchisors existing process.
- **Reduces costs:** Brings down application management costs by automating the application, submission and evaluation process, significantly.
- **Reduces Workload:** Reduces the workload associated with franchise recruitment. It allows the franchisors to determine suitable candidates quickly and eliminates the necessity of tedious manual review of applications. It offers complete online application tracking, automated communications with the candidate and intelligent application screening.
- **Increases availability and access to prospective franchisees:** A web-based franchise recruitment software that is available round the clock to prospective franchisees allows applicants to submit their application from anywhere and at any time. It also enables the franchisor to reach out to a large number of prospective franchisees over the Internet.
- **Streamlines communications:** Provides a web-based interface to streamline communication during the franchise recruitment process. It provides the facility of sending automated emails informing the applicant of the status and progress of the application.



Franchise Management System

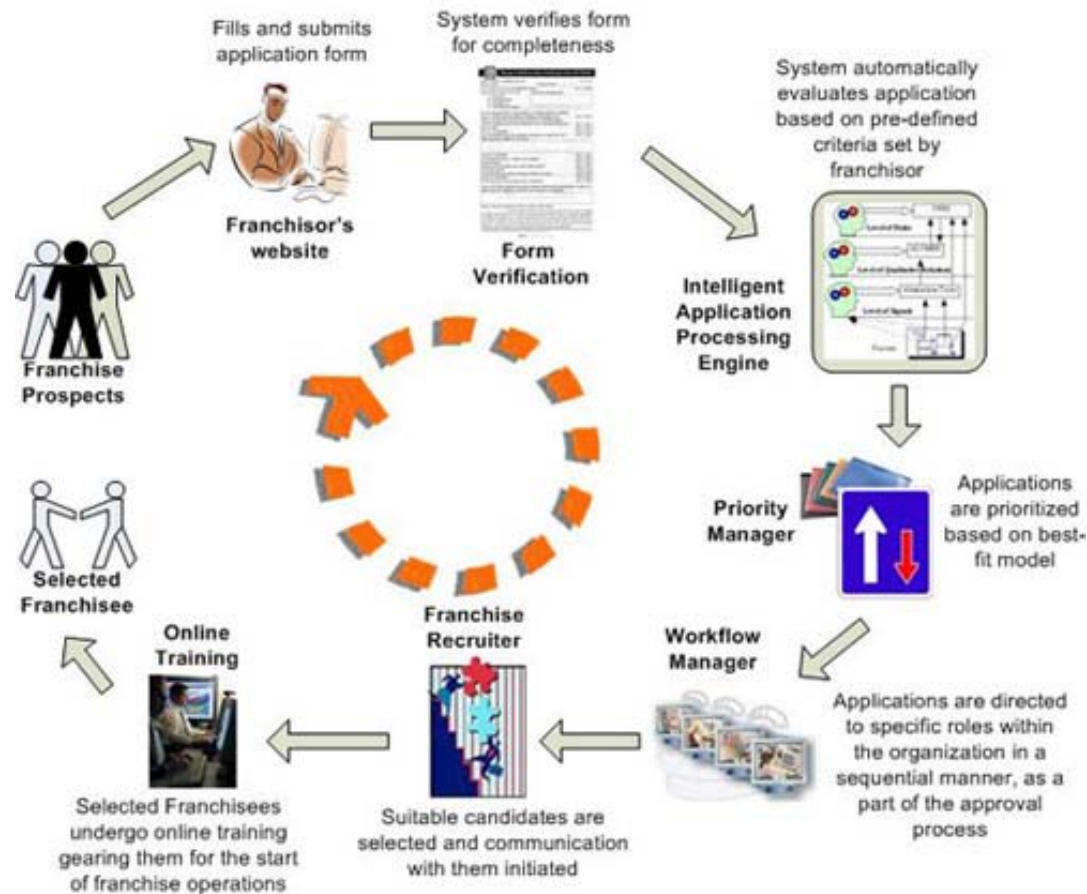
Keys to successful Franchise Recruitment

Rapidly process applications & decrease response time	Be the "early bird" in responding to a potential franchisee. Typically, he would be reviewing at least 3-5 other franchise opportunities concurrently. A good candidate would be courted by all franchisors; the franchisor with the ability to reach and engage the candidate first, would hold a competitive edge over the competitors.
Learn from success	Bring "actual intelligence" into your organization by studying the profiles of successful franchisees, refining the profile of an "ideal franchisee" scientifically and implementing rules and flags within the system that allow quick and easy prioritization of these candidates. Conversely, develop patterns of weak / unsuccessful candidates and implement checks and balances in the system to warn you of potential issues with a candidate's profile.
Focus on the "best-fit" candidates first	Focus on the right candidate first for a successful recruitment exercise. Use powerful segmentation capabilities to develop a list of "best-fit" candidates within seconds.
Follow a disciplined process	Implement a battle tested, best-in-class process based on eDynamic's templates or simply automate your existing process. An intelligent candidate would view the recruitment process he is undergoing as a basis to form opinions on the proficiency and efficiency of your franchise.



Franchise Management System

FAMS process





Franchise Management System

How does Apps-In-Motion (AIMS™) work?

- AIMS™ allows users to manage applications online in an automated manner. It has a highly intelligent and powerful profiling engine that facilitates searching, sorting and filtering of applications. User-defined rules help in filtering out non-suitable applications. AIMS™ automates and streamlines the workflow associated with application processing. It can significantly reduce the workflow by automating a large part of communication activities between the applicant and the application processing team. Furthermore, its comprehensive workflow & collaboration functionalities ensure that each application goes through the process and that each application is processed correctly and efficiently. AIMS™ is a robust and scalable system that is fully customized to reflect any organization's workflow.

Customization

- AIMS™ incorporates 'ready to use' software components that can be quickly linked together to create a web application that adheres to the predefined processes of any organization. The application can be seamlessly integrated into the client's existing website. eDynamic can easily customize the product to specific client requirements, if so desired.

Technical Specifications

- A web application built on the .NET technologies. AIMS™ can use SQL or Oracle as data storage technologies.



Franchise Management System

Features:

- **Application Submission / Upload:** The applicant can complete the application details online and submit it using a simple, easy to use interface. The form can be filled in multiple sittings, in a step-by-step manner. The status of the application can also be viewed at any point of time.
- **Application Management:** AIMS™ enables the organization to manage the application lifecycle through various statuses. Applications can be viewed, edited, archived, rejected or shortlisted, or organized – based on pre-set criteria. The system's advanced filtering capabilities enable the viewing of applications at various stages. The organization can assess an application and track its status, using AIMS™.
- **Automated Decision Making:** AIMS™ has automated customizable 'decision- making' capabilities to assess each application. This 'decision-making' of the system automates processes to make screening efficient and faster. The system can ask the client specific customizable questions, and make assessments based on responses.
- **Workflow Capability:** AIMS™ has advanced workflow capabilities that enable various people to take part in the screening process in a sequential manner. Various roles can be set up to execute specific business processes that need to occur for the application approval. This enables the organization to follow a uniform and standardized application management process.
- **Archiving:** AIMS™ has single-point storage for all documentation which helps in application archiving and storage. This is an effective way of maintaining the database of all clients whose applications are being or have been processed.
- **Automated Decision Making:** AIMS™ has automated customizable 'decision making' capabilities to assess each application. This 'decision-making' of the system automates processes to make screening efficient and faster.
- **Contact Management Capabilities:** All client information is stored, and can be retrieved in an easy-to-find manner.



Franchise Management System

Features:

- **Reporting Capability:** AIMS™ offers comprehensive reporting capabilities for users at various levels in the organization.
- **Rules Management for Decision Making:** AIMS™ has customizable 'decision-making' processes that can take automated decisions based on pre-defined criteria. The administrator at the organizations' end can edit these rules as per the requirement.
- **User Management:** AIMS™ has various categories of users and each user is allowed a role-based login where he/she can access functions depending upon where they are coming from and their role in the organization. The administrator has access to the user management function where he/she can create, modify or delete system users.
- **Email Management:** AIMS™ has an inbuilt Email Management System, with which the organization can automatically send alerts to a client when the status is updated. These automated emails inform the client of the progress of their application, thus reducing ad-hoc communication. It also helps the organization to communicate with the clients on an ongoing basis by sending/receiving messages pertaining to specific details of the application. The system also offers Content Management Capabilities which allow the organization to change email content on the go.
- **Interaction Management:** AIMS™ maintain interactions with clients and significantly reduce requirements for live support. Interactions can be maintained solely via email or via a combination of email and SMS engine.
- **Qualification & Filters:** AIMS™ allows you to set qualification and filters on the incoming applications to validate and qualify the applications.
- **Configuration:** AIMS™ can be configured to align with any type of process workflows. It allows users to make changes to the workflow on the go.



Franchise Management System

Key Benefits for the Organizations

- AIMS™ empowers the organization to efficiently manage the application lifecycle from screening of applications, short listing potential partners, to personality profiling. The profiling engine checks for certain criteria for each application and segregates suitable applications from those deemed unsuitable for the organization. It has automated and customized 'decision-making' capabilities to assess each application.
- The system enables the organization to:
 - Manage the application lifecycle through various status.
 - View, edit, archive, reject/ shortlist and organize applications on a pre-set criteria.
 - Extract comprehensive reports from the system and use them for analysis of critical data.
 - Edit rules as per requirement, manage all users & clients and assign access controls to users at various levels.

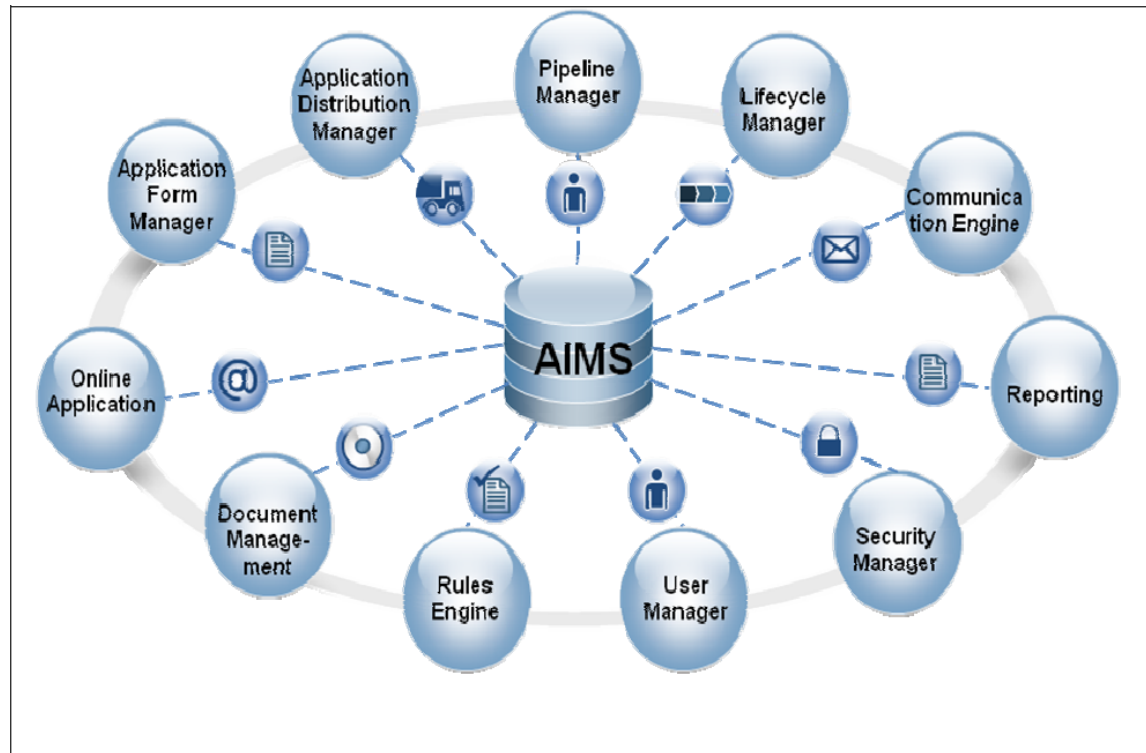
Key Benefits for the Applicants

- AIMS™ provides the client contact with a simple, interactive and easy-to-use interface to manage applications online. Its beneath-the-surface supporting technology is quite simple, comprising customizable sections that capture all relevant information.
- The system allows the client to:
 - Track the status of the application online, and get information on further action to be taken.
 - Provide details over a period of time – rather than in one sitting.
 - Send instant messages to the application processing team.
 - Receive information on the status of the application, via email, from the system.
 - Fax or upload documents that are stored in the system as eFaxes and digital documents tagged against the application respectively.



Franchise Management System

The following illustrates features provided by AIMS™



“AIMS™ provides you with the SPEED, ACCURACY & EFFECIENCY that you need to manage your application pipeline better.”



Franchise Management System

Introduction

Suncor Energy is a major North American energy producer and marketer. eDynamic's Franchise Application Management System was customized to manage its retail gasoline opportunities in Ontario.



Business Challenge

Suncor Energy was going through a rapid expansion phase. They wanted to increase their franchises and operation and at the same time ensure the quality of the new franchisees recruited.

The company had been receiving on an average of 40 applications from potential franchisees per day! The screening process of applications was becoming extremely cumbersome and unmanageable. They wanted eDynamic to devise a franchise application management system for them that would:

- Offer functionality to enable and manage all aspects of the franchisee selection process
- Enhance efficiency by reducing the unproductive 'paper processing' time, thus allowing the existing employees to handle more applications
- Incorporate the pre-defined selection criteria used by the company



Franchise Management System

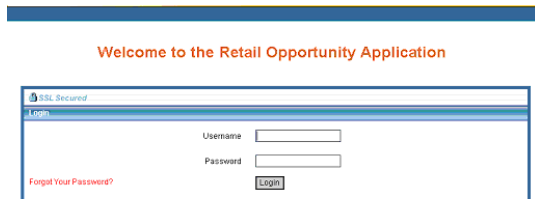
eDynamic's Solution

eDynamic customized its franchise application management system, FAMS™, to set up a comprehensive “Retail Opportunity Application Management System” for Suncor Energy.

Key Functions of the system:

The Applicant/ Potential business buyer

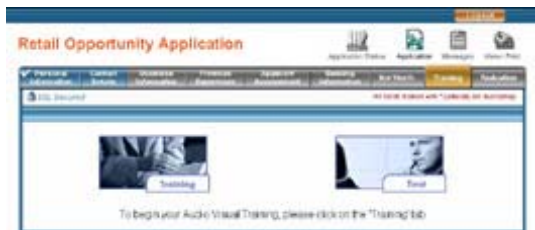
- The applicant can access and submit an online application form for the franchise opportunity, track the status of his application, know about the next steps to be taken, send messages to the application manager and edit their application.



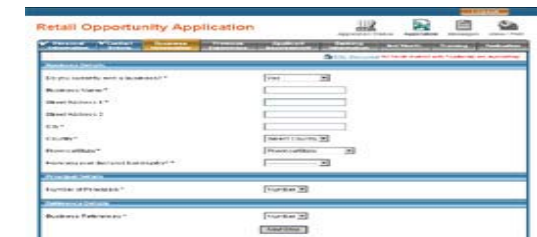
The user can access the Application Form with a unique username and password



Track application status any time



Undertakes online AV Training if short listed



Follow Steps 1 to 10 to submit all info required by the franchisor



Franchise Management System

The Application Manager/ Franchisor

- Manages the application lifecycle through various statuses
- Allows the assessors to View, Edit, Archive, Reject/ Shortlist and Organize applications on a pre set criteria
- Uses the inbuilt Email Management System to
 - Automatically send alerts to an applicant when his status is updated
 - Communicate with the applicants on an ongoing basis by sending and receiving messages pertaining to specific details of the application form
- Edit rules as per requirement, manage all users & applicants and assign access controls to users at various levels.

S.No.	User Name	Full Name	Email	Permissions
1	Admin User	Admin User	Admin@edynamic.com	Full
2	Test User	Test User	Test@ed.com	Full
3	Admin User	Admin User	Admin@ed.com	Full
4	Admin User	Admin User	Admin@ed.com	Full
5	Admin User	Admin User	Admin@ed.com	Full
6	Admin User	Admin User	Admin@ed.com	Full

View Application Pipeline

Application Status: [Dropdown]
 Date Range: [Start Date] [End Date]
 Filter by: [Dropdown] [Apply Filter]

Application Filter Summary

- Application: 20
- Training: 0
- Admin User: 0
- Order Check Check System: 0
- CCP Review: 0
- Ready to Interview: 0
- Right to Training: 0
- Right to Location: 0
- Application Complete: 0
- Rejected: 0

Generate Reports on specified criteria

S.No.	User Name	Full Name	Email	Permissions
1	Admin User	Admin User	Admin@edynamic.com	Full
2	Test User	Test User	Test@ed.com	Full
3	Admin User	Admin User	Admin@ed.com	Full
4	Admin User	Admin User	Admin@ed.com	Full
5	Admin User	Admin User	Admin@ed.com	Full
6	Admin User	Admin User	Admin@ed.com	Full

User Management

Application ID	Applicant Name	City	Filter by Status	Date Submitted	Current Status	Permissions
10	Test User	Test User	Application	11/11/2010	Rejected	Full
11	Admin User	Admin User	Application	11/11/2010	Rejected	Full
12	Admin User	Admin User	Application	11/11/2010	Rejected	Full
13	Admin User	Admin User	Application	11/11/2010	Application Complete	Full
14	Admin User	Admin User	Application	11/11/2010	Rejected	Full

View and retrieve Archived Applications



Franchise Management System

Results

- The new application management system has helped Suncor to manage their Sunoco franchise applications more effectively. The system has helped them in the following ways:
 - Provided them with the flexibility and choice of being able to process as many applications as required.
 - Widened their reach to potential franchisee as the system has been able to get more people to apply for the Sunoco franchise opportunity. The reason for this are:
 - The system is simple to use
 - Straight forward
 - Self explanatory
 - Eliminated visibility problem as people are able to easily locate the opportunity on the corporate website.
 - Able to manage their recruitment process with fewer people.
 - Filtering capability of the system gives more flexibility and choice to the manager and other company employees to view the status of various applications in the system
 - “Relocation report” provided by the system has helped Suncor in managing locations with fewer applications thereby increasing the success rate of recruiting in these areas