



The MASYC Group, Inc.

The Homebuyer Lifecycle Software Solution

The MASYC Group, Inc. has developed a portfolio of solutions for managing a Homebuyer throughout the lifecycle of homeownership. Our solutions help the Homebuilder with supporting the process of bringing buyers to communities (as a Lead), configuring the home for the Homebuyer (as an Opportunity), Managing the building of the home (as a Buyer) and supporting the Buyer after the sale (as an Owner).

Leads

Capture leads from builder's web site, email campaigns including microsites & landing pages. Use this information to drive prospects to your communities.

Solution: Oracle Sales Cloud and Marketing Cloud with the MASYC HomeBuilder Template

Opportunities

The buyer arrives at the community, learns about the selections available, develops various configurations and works to a purchase agreement on their dream home.

Solution: MASYC HomeBuilder Sales Solution

Buyers

With a signed sale agreement, Operations starts the building process, creates purchase orders, schedules work and processes escrow close.

Solution: Oracle 's HomeBuilder Management

Owners

Close of escrow is the end of the sales cycle. Now, for the Homeowner, the Warranty Department is their key contact with the builder. This MASYC solution supports the Warranty team supporting the Homeowner.

Services Available

- Technical Support
- Installation and Setup
- Maintenance
- CareOne Support Plans



Oracle Sales Cloud for Home Builders

The Oracle Sales Cloud for Homebuilders provides the industry an ability to effectively measure and manage their sales pipeline. Sales and marketing organizations benefit from a lead qualifying process tailored to selling homes. Spend more time with qualified opportunities, and less time sifting through mountains of leads. This full featured solution includes:

- HomeBuilder Templates
- Integrated Marketing Solution (Oracle Marketing Cloud with MASYC integration)
- MASYC Middleware Solution (MMS) Integrations
- Key Performance Indicators and Dashboard Reporting tailored to Homebuilders
- Configurable Software as a Service technology requires no programming and is highly configurable and extensible using tools designed for non-programmers
- Social Web Applets bring your public social assets into one location and offer rich private messaging for your workforce

The MASYC HomeBuilder Template configures Oracle Sales Cloud with industry specific, key performance indicators, business processes and data using familiar homebuilder terminology.

Get an accelerated start with MASYC Homebuilder Template for Sales Cloud.

Optional interfaces include the following:

- Oracle Marketing Cloud
- HomeBuilder Sales Solution
- Hyphen Solutions

Strengths

- Highly configurable database, user interface and reports
- Multiple desktop interface styles along with native mobile apps
- Over 165 reports built on a true business intelligence engine

Differentiators

- EnterpriseOne integrated sales and option contracts, sales programs, and warranty cases
- Community, plan and lot listings viewed on mobile devices for in-field sales activities also integrated from EnterpriseOne
- Traffic statistics and registration cards
- Collateral library and product catalog

Innovations

- Multi-dimensional territory management and automatic Lead assignment
- MASYC integration of Oracle's Sales and Marketing Clouds





MASYC Implemented Solutions

TECHNICAL SUPPORT

MASYC consultants have years of experience working with EnterpriseOne and configuring it to meet our clients unique requirements. MASYC has a development organization to provide technical support for our solutions. The MASYC team is focused on EnterpriseOne and the HomeBuilder, Construction and Engineering industries.

UNDERSTANDING YOUR IMPLEMENTATION

As an Oracle Platinum Business Partner, *The MASYC Group, Inc.* provides complete project management and facilitation for upgrades, new implementations and post-project support.

MAINTENANCE

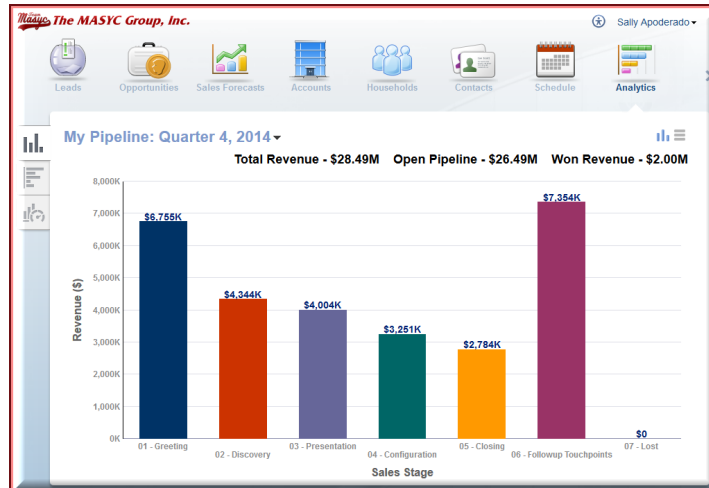
Our software solutions are constantly improving with input from our customers. New features we implement are available to all MASYC clients that are currently on maintenance.

CAREONE SUPPORT PLANS

The MASYC Group, Inc. provides several technical support plans each with a spectrum of services from basic administrative services to software upgrade reviews.

For more information on any of our products or services please visit us on the Web at:

WWW.MASYC.COM



Strengths

Highly configurable database, user interface and reports

Oracle Sales Cloud molds to your business with configurable and extensible assets that ensure your business processes are captured and validated, as designed by your organization.

Multiple desktop interface styles along with native mobile apps

Personalization by users allows preferential and unique interfaces that streamline critical information to be displayed in an easily understandable format.

Over 165 reports built on a true business intelligence engine

You can also build your own using the same tool that made all these reports. Information is power and the more data that is available to sales professionals and management, the more accurately they forecast, more efficiently they spend time with the right prospects and more effectively management can assess performance.

Differentiators

EnterpriseOne integrated sales and option contracts, sales programs, and warranty cases

Access key homebuyer information in Sales Cloud to become more efficient and focused on tasks that really matter—being a resource to the customer and closing a home.

Community, plan and lot listings viewed on mobile devices for in-field sales activities also integrated from EnterpriseOne

Having community-related information available via mobile devices allows Sales Professionals to access system data while being on site and performing sales activities, such as validating the status of a home or the progress of an option installation.

Traffic statistics and registration cards

Being able to understand your customers' needs, desires, timing, propensity and ability to purchase is key to a successful sales cycle. How your customers were drawn to your community is key to assessing marketing campaign ROI, and the registration card does this. It also captures who your customer is from a personal and financial perspective.

Collateral library and product catalog

Accessibility and consistency is brought to your marketing assets in our Collateral Library. The Product Catalog starts revenue forecasting with its listing of communities, phases and plans, and a place to enter estimates for design center revenue and lot premiums.

Innovation

Multi-dimensional territory management and automatic Lead assignment

Sales Professionals are designated specific territories based on rules, creating a fair and effective method of prospect assignment.

MASYC's integration of Oracle's Sales and Marketing Clouds enhances quality of Lead conversions and increases close rates

When Sales and Marketing work together, positive results follow: better forecasting accuracy, response rates, pipeline thickness, conversion rates and overall effectiveness.

Oracle Sales Cloud for Home Builders

(continued)

HIGHLIGHTED FEATURES

• Integrations

MASYC HomeBuilder Sales Solution: Scenarios, Sales Contracts, Options, and Sales Programs all show important details of the transaction to Sales Professionals.

Homebuilder Management: Community/Lot Directory for Mobile and Desktop, Warranty Cases captured from the Warranty System.

Oracle Marketing Cloud: Homebuyer Prospects, Co-Buyers, Realtors, and Leads.

• Functional Extensions

Traffic Analytics, Weekly Traffic Counts by Community, Source and Campaign.

• Accessibility

Sales Cloud for Microsoft Outlook; Sales Cloud Mobile for iPhone, Android, Blackberry.

ORACLE Platinum Partner

The MASYC Group, Inc.
220 North Tustin Avenue
Santa Ana, California 92705
(714) 479-0900
chad@masyc.com

