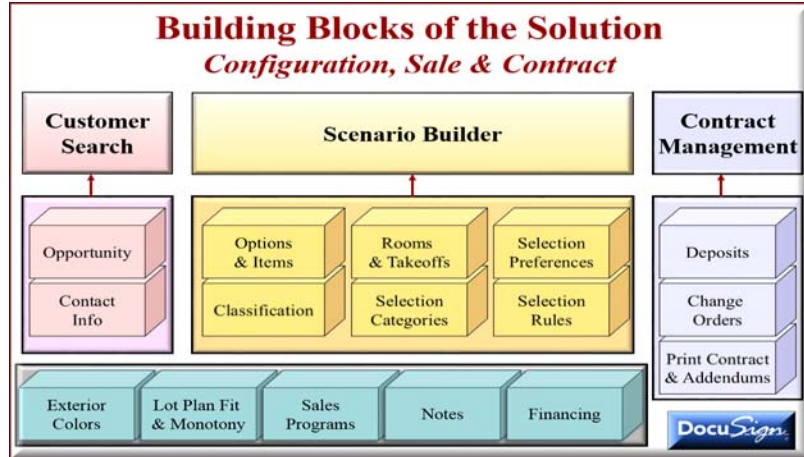




The MASYC Group, Inc.

HomeBuilder Sales Solution ~ HBSS



The Homebuyer Lifecycle Vision

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 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's Eloqua and Salesforce CRM combined with MASYC's CRM Template for Homebuilders

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 at escrow close of the home.

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

The *HomeBuilder Sales Solution (HBSS)*, is designed for builders to walk prospective buyers through their unique product offerings, allowing them to create multiple configuration choices, prior to choosing the one that will become their dream home. Additionally it fills a critical gap between lead generation and the start of construction. This full featured solution includes:

- Built for product-based selections (e.g. flooring, countertops, appliance packages)
- Manages preference selections thru to purchasing for option selections
- Post-sale margin analysis (A Deal Sheet)
- EnterpriseOne based workflow-based sales approval
- Generation of sales contracts and addendums
- Comprehensive change order processing

HomeBuilder Sales Solution is the missing link enabling an end-to-end solution tailored to homebuilders business using the EnterpriseOne platform. Oracle's HomeBuilder Management foundation information (Communities, Plans, Options, Lots, etc.) is the sole source of information for the HomeBuilder Sales Solution. HomeBuilder Management remains the single source of vendor cost.

Optional interfaces exist between the HomeBuilder Sales Solution and the following applications:

- Salesforce Customer Relationship Management
- Hyphen Solutions
- Oracle's Eloqua Marketing Automation

Strengths

- Developed exclusively using the EnterpriseOne 9.2 toolset
- Management of Standard and Product-based Options
- Utilization of Rooms and Room Changes, Room based takeoffs
- Multiple Scenarios and Multiple Versions per Scenario

Differentiators

- Seamless Extension of Oracle's Homebuilder Management
- Detailed margin analysis is captured and reported
- HomeBuilder Sales Solution is highly configurable

Innovations

- Simplification of pricing and a significant reduction in size of the Option Master
- A Rules Engine, which manages structural room changes including the options and associated materials





MASYC Developed 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

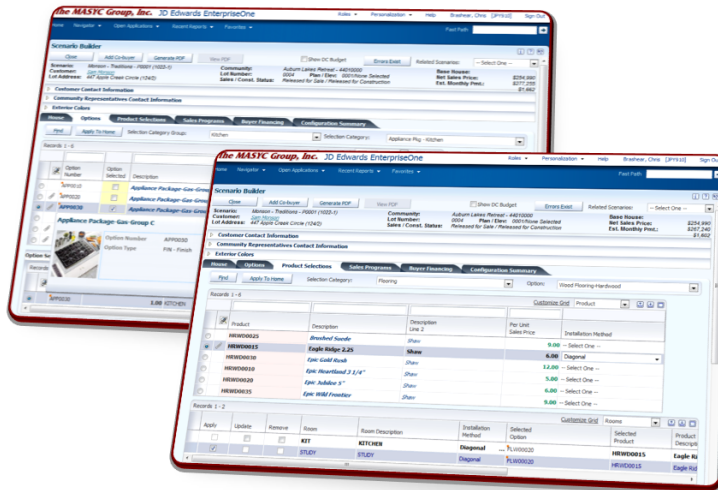
Our software solutions are constantly improving with input from our customers. New features we implement are available to all MASYC clients that are currently on maintenance.

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



HomeBuilder Sales Solution

Continued

Strengths

Developed using the EnterpriseOne 9.2 tool set

Using the latest features of EnterpriseOne allows for a current interface which provides a intuitive interface that can match daily activities for sales and design center associates. Organizational skills used to support EnterpriseOne across the enterprise, apply to the HomeBuilder Sales Solution.

Improved Management of Standard and Product-based Options

Standard options are built into scenarios which simplifies the selection process and reduces selection errors. This solution provides a way to manage standard options at multiple "levels", and will "refresh" existing active scenarios with current standards real time, insuring each scenario conforms to the latest community configurations. An agile solution for managing sophisticated option design while masking the complexity for an intuitive user experience.

Implementation of Rooms and Room Changes

Efficiencies for options management are realized from streamlined solutions for the "in lieu of room" options which are native to the solution. Rooms and Room Changes are supported by all related key processes (e.g. Standard Selection "Refresh", Rules Engine, Retail Price Calculation, Base House Accounting). Improved Option handling reduces rework and unnecessary construction costs.

Support of Scenarios and Scenario Versions

A sales solution with build in EnterpriseOne workflow approval, maintains a history of selection changes, and supports "what-if" option selection scenarios.

Differentiators

Seamless Extension of Oracle's Homebuilder Management

An Oracle Validated Integration to Homebuilder Management, there is no interface required, the HomeBuilder Sales Solution works with existing Homebuilder data, at all times there is a single source for the EnterpriseOne data. As it is developed using EnterpriseOne toolset, no additional servers are required and existing security knowledge is directly transferable.

HomeBuilder Sales Solution is highly configurable

Built to satisfy the needs of the EnterpriseOne homebuilder community, the *HomeBuilder Sales Solution* was built using flexible configuration of features and settings to support your needs without requiring customization.

Innovation

Simplification and reduction in size of the Option Master

A simplified use of the option master increases accuracy and reduces the time to market.

Capabilities of the HomeBuilder Sales Solution ~ Rules Engine

The rules engine is used for: Inclusion Rules, Exclusion Rules, and Validation Rules to improve selection accuracy and avoids costly mistakes.

HIGHLIGHTED FEATURES

- Scenarios**
Templates, Buyer "What If", Spec and Model Home Configurations, Change Orders, Incentives
- Option Selections**
By Room, Preferences, Smart Upgrades, Products based on Room Takeoffs (e.g. Flooring), Packages, Labor, Retail Markup and Dynamic Pricing
- Rules Engine**
Inclusions, Intersecting, Exclusions, Validation, Room Relationships, Priority
- Lot Monotony**
Exterior Colors, Elevations
- Reporting**
Deal Sheet, Home Configuration, Purchase Agreement, Addendums, Price Book



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