

Credit Hound[®] Professional

Customer

Simple to use

Easy credit control
for SMEs

Reduce bad debts

Chase history

Control disputes

Integration

Reporting

Improve cash flow

Product
Information Guide



www.draycir.com/credithound



Introducing Credit Hound

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Benefits

For you...

- > **Improves cash flow**
- > **Increases working capital**
- > **Increases productivity**
- > **Get paid faster – reduces debtor days**
- > **Reduces long term overdue balances**
- > **Faster dispute resolution**
- > **Improves communication with customers**
- > **Great value for money**

Reporting

Reduce bad debts

Flexibility

Improve cash flow

Control disputes

What is Credit Hound?

Credit Hound is a powerful, award-winning credit control solution. It is designed to automate and streamline the processes involved in good credit management. This quickly improves productivity and brings immediate cost savings to a number of key areas in the business.

With greater automation of chasing procedures, it's possible to chase 60 customers or more in the same time that it takes to chase just six using manual methods.

By emailing and faxing credit control correspondence, costs are dramatically reduced, when compared to manually printing and posting statements and letters.



Features:

- > **A virtual credit controller with self-chasing**
- > **Account grouping and categories**
- > **Dispute handling and resolution support**
- > **BI management information and reporting**
- > **Integration with Spindle Professional to email, fax, print and archive**
- > **Multi-user and multi-company functionality**



Product Screens

Credit Hound has been designed to be easy to use. With attractive graphics, it highlights key elements on each screen.

Home Page



The Home Page is the starting off point for users and managers.

For Management

The Home Page gives management an instant insight into the state of their cash flow and highlights issues within their credit control procedures.

For Credit Controllers

The Home Page tells the credit controller where efforts need to be focussed and indicates any outstanding items that need to be monitored.

Rules & Actions



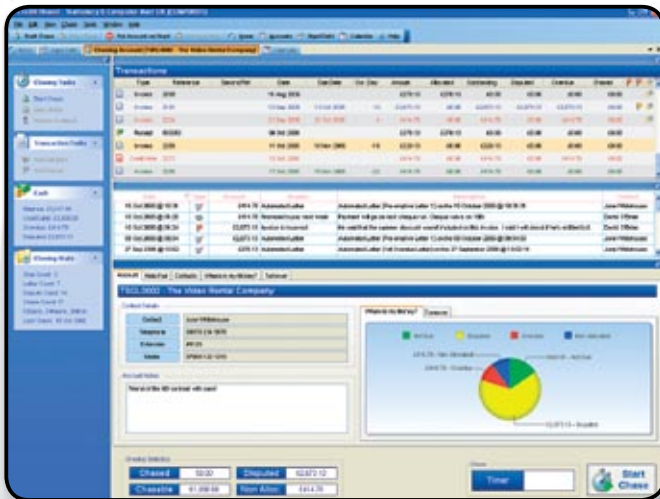
Much of a credit controller's work involves the same repetitive tasks over and over again.

Rules and Actions automates many of these tasks and greatly reduces the work load of credit controllers, enabling more time to be spent on lowering the amount of money owed and sorting out disputed invoices.

Rules and Actions can reduce a credit controller's work to the click of a few buttons. Self-chasing is automatic execution of Rules and Actions – it doesn't even require human intervention.

The automated actions can write batches of letters, place accounts on stop and create diary entries for users to telephone customers.

Chase Screen



Central to good credit control is having information instantly to hand. Credit Hound brings the relevant information together in a single 'Chase Screen'.

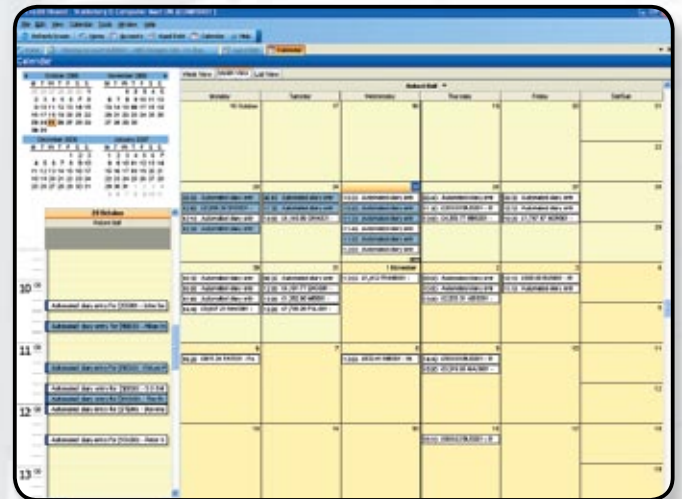
The Chase Screen gathers all the details needed about a customer, from outstanding invoices and contact names and email addresses to previous chase history and notes.

Here pre-defined reasons for non-payment can be selected and Credit Hound suggests prompts or ways to overcome the issue. Users can also flag invoices as being on dispute and then start a simple workflow process to help correctly record the required information.

At the end of a telephone call Credit Hound automatically suggests the printing of supporting paperwork from pre-defined templates. This greatly reduces the time between calls and improves the whole cash collection process.

Management can then be assured that all the credit controllers are following a consistent process.

Calendar



Credit Hound's built-in calendar reminds the user who needs to be called, when and why.

This enables you to keep on top of promised payments as well as remembering to review disputed invoices. With the familiar look and feel of Microsoft Outlook, you will instantly feel comfortable and confident using the calendar. Crucially, the events in the calendar are linked to the accounts system; so once an invoice is paid, events are automatically completed. This not only saves valuable time; just as importantly, it avoids the possibility of chasing payments that have already been made.

A Day in the Life



A Day in the Life of a Credit Controller

Credit Hound is a tool to improve the way you manage your credit control and working capital.

Before Credit Hound



After Credit Hound



Working Capital

Why Working Capital is so important for your business

There is nothing more important than getting paid for your product or service. A customer who does not pay is not a customer.

Cash flow can be significantly improved if cash owed is collected faster.

Put simply, working capital is the amount of cash that a business can easily get its hands on.

Working capital is a measure – it tells you how much of the firm's assets are available. As a rule, a business with plenty of working capital is more successful. With money in the bank, a firm can invest, generate sales and grow the business.

If there's simply not enough working capital, a business risks running out of cash and the faster a business expands, the more working capital it needs.

Even very profitable businesses can find themselves in difficulties when cash is low. Short term, having no cash makes it difficult to pay suppliers on time or to pay staff wages. In the longer term, it means you can't expand, invest in new equipment or take on more skilled people.

Managing working capital properly generates cash, helps improve profits and reduces risk.

A digital display showing the number £265,753.39 with 'DSO' to its right. The display is set against a dark background with a light border.

Example of Benefit

- > Example company turns over £5 Million p/a
- > Was running at 58 DSO (Days Sales Outstanding)
- > So, at any one time they have £800,000 outstanding
- > Install Credit Hound
- > Within 3 months DSO is reduced to 39!
- > A reduction of 19 days will give a cash-flow benefit of:

£265,753 – this is the sum of working capital that is now available!

Savings on interest alone are £23,917 p/a *

* Based on an average interest rate of 9%

A Credit Hound Savings Calculator is available from www.draycir.com/calculator/credithound

Why Buy Credit Hound?

What are today's Financial Directors tasked with?

Cut costs

- > Reduce waste
- > Reduce staff overheads

Improve cash flow

- > Get paid faster – reduce debtor days
- > Reduce long term overdue balances
- > Improve access to working capital
- > Resolve disputes quicker
- > Remove reasons for non-payment

Reduce risk

- > Reduce dependency on external funding

Credit Hound is a solution to these challenges

Use of the Free Trial

The free trial is a powerful tool which gives you an opportunity to use the software and see that Credit Hound provides answers to all of these questions.

The trial is free for 30 days!

It is important to carefully consider the issues affecting your business at the moment. Below we have listed a number of questions that may help you to decide whether Credit Hound is the right solution for your company.

Questions for your business

- > How do you do credit control? Do you print off an aged debt list and run through it with a pen and ruler?
- > Is there anyone in your team spending a significant amount of time on credit control?
- > Does your credit control team spend the majority of their time doing administration rather than making calls to chase late payments?
- > Would you like a system to take care of all letter writing and the majority of credit control related admin?
- > Can you access the required level of working capital within your business?
- > Are you finding it difficult to obtain credit from usual sources?
- > Do you have a large amount of outstanding debt?
- > Do you have a problem with pulling in old debts?
- > Do you find it hard to manage clients and disputes efficiently?
- > Would you like visibility of what happens after you invoice someone?

Credit Hound annual support is mandatory.

Without a valid support contract your software will cease to work.

Partner Support

Partner support means that your software reseller provides you with technical support when it is required. Any problems they cannot deal with can be posed by them to the Draycir support team.

Software Updates

The support contract also includes all updates and upgrades. These can be issued to your software reseller at any time by Draycir.

Please be aware that in addition to the support costs your software reseller will need to charge for any training or installation work required.



Case Studies

Redtooth Ltd

www.redtooth.co.uk



Case Study

- > Reduced bad debtor days
- > Increased control over credit management

Company Overview

Redtooth is the largest provider of quizzes to pubs in the UK, currently supplying approximately 4,000 quizzes to over 2,500 outlets on a weekly basis. The company also offers a wide range of authenticated sporting memorabilia signed by stars such as Sir Geoff Hurst, Gordon Banks, Frank Bruno, Jimmy Greaves, Paul Gascoigne and many more.

The Challenge

As the company continued to increase its customer base, effective credit control was becoming more of a challenge. Dealing with a large number of small business accounts and keeping constant track of bad debt was often a complex and time consuming process that was difficult to manage. As a result, Redtooth began the search for a system that would not only help them efficiently trace and track all of the accounts, but would also go much further.

Credit Hound Reseller

Kinspeed, Rotherham, Yorkshire.
www.kinspeed.com

The Solution

Redtooth approached their IT reseller Kinspeed to install Credit Hound, after seeing a demonstration of Credit Hound's capabilities at a Sage Exhibition in Manchester. Since its introduction it has proved to be the perfect answer to the problem, an easy-to-use intelligent software package that manages credit control and removes the stress and uncertainty from the debt collection process. The result for Redtooth is a more organised, consistent system that enables them to collect debts quicker and improve cash flow – a potentially crippling problem.

The Results

The 'Self Chasing' feature has proved particularly useful for Redtooth, with the software automatically working in the background to send alerts about invoices, letters, statements or final reminders – providing detailed information and status updates about individual overdue accounts.

Rachel Bossingham of Redtooth says:

"We deal with a lot of small businesses, so it was essential for us to invest in sophisticated software that would help us to manage the credit control process more effectively, enabling us to trace and track our overdue accounts. We were amazed with Credit Hound when we first saw the demo, and decided to install it immediately. Its positive impact on the efficiency of our business has been invaluable. We would happily recommend it to others."

Orion Cleaning and Support Services

www.orion-support.co.uk



Case Study

- > £100k reduction in overdue balances within weeks
- > Investment in Credit Hound paid for

Company Overview

London-based Orion Cleaning and Support Services provides day-to-day and specialist cleaning services including office cleaning, recycling and waste management, graffiti removal, grounds and building maintenance to more than 500 customers, from small private companies to large public sector organisations.

The Challenge

With a broad customer base, Orion sends out lots of invoices. While large accounts were monitored closely, smaller accounts inevitably got less attention. Regular chasing payments in each and every account was proving labour intensive and simply impractical. Although hundreds of smaller accounts each owed relatively small sums, the total amount represented was significant. Orion wanted to be paid more promptly to reduce its overall outstanding balances and lessen its exposure to risk.

A technology-based solution would make credit control processes more efficient across Orion's entire customer base, without adding staffing costs.

Credit Hound Reseller

Well Keen Limited based in Harpenden, Herts.
www.wellkeen.co.uk

The Solution

With the support of software reseller Well Keen Limited, Orion selected Credit Hound because

- > Credit Hound integrates with existing accounting systems
- > Credit Hound streamlines credit control tasks
- > Credit Hound can create customer groups, with different rules for each group for pre-emptive payment reminders
- > Credit Hound gives an at-a-glance view of the whole customer account base and all due balances

Well Keen installed and configured Credit Hound to suit Orion's style of credit management, in terms of the frequency and wording of letters sent to encourage prompt payment.

The Results

By increasing the level of automated reminders, more customers are now paying promptly. With fewer overdue items to worry about, Orion's finance department has more time to resolve any remaining queries.

John Stride, Managing Director of Orion, said:

"Within weeks of starting to use Credit Hound our overdue balances had reduced by over £100,000. Interest earned on this sum will rapidly pay back our investment in Credit Hound and less overdue balances means our exposure to bad debt has been lowered too."

Introducing Draycir



Draycir provides easy-to-use, practical and affordable solutions that help small and medium-sized businesses work smarter.

Draycir's innovative, award-winning products help businesses streamline practices, reduce costs and environmental impact, avoid bad debt and improve cash flow.

Draycir's ethos creates products with high levels of usability, supported by excellent resources and on-going development. The company's reputation reflects its commitment to giving first class customer service to product users and partners.

Draycir's products are used by thousands of customers and are sold by hundreds of partners across the UK and Europe.



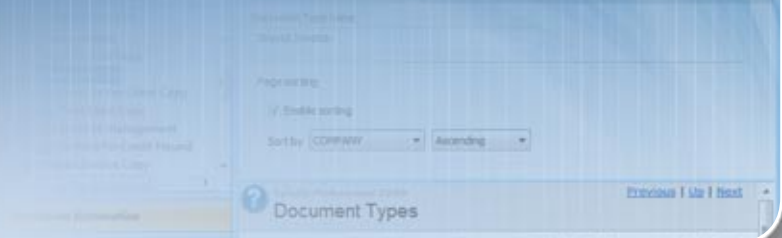
Draycir's Other Products

Spindle Professional™

Spindle Professional is Draycir's flagship product and one of the most successful and popular document distribution products on the UK market. It has won the acclaimed Software Satisfaction Awards in the Paperless Office category.

Award-winning Spindle Professional is designed to help businesses create the right impression and save time and money. It's an ideal tool to streamline and automate communications in small to medium-sized businesses where time and resources are at a premium.

Using Spindle Professional can deliver significant cost savings – on stationery, postage and staff administration. By automating routine communications, it also reduces human errors and frees up time for more important tasks.

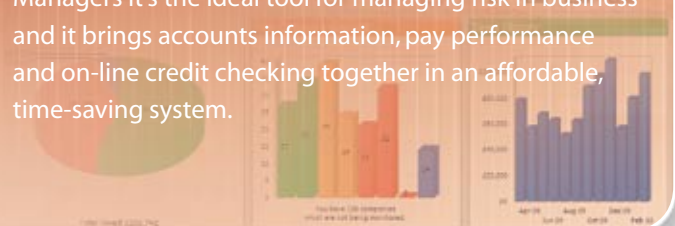


Credit Guardian®

A brand new approach to managing risk in business. Credit Guardian is an award-winning application that takes information from a customer's accounting system and merges it with credit risk and company information from Experian. It gives a unique insight into the trading status of customers and suppliers in an instant.

An alternative to individual company searches that's not expensive or time-consuming. Credit Guardian has a Customer Dashboard that displays information as easy-to-read graphs and charts, so answers to critical questions can be seen at a glance.

Credit Guardian's power comes from its ability to link with information in a customer's accounting system. For Credit Controllers, Financial Directors and Owner Managers it's the ideal tool for managing risk in business and it brings accounts information, pay performance and on-line credit checking together in an affordable, time-saving system.



Working with Industry Leaders

To ensure that the products continue to meet the expectations and demands of Draycir's customers, we work closely with industry leaders to assess the ongoing requirements and develop the software. Draycir is actively progressing a number of alliance partnerships, as well as developing existing relationships and gaining industry certifications.



Experian

Experian is a global information provider and its reputation as one of the best data providers led to an alliance in the creation of the latest new product, Credit Guardian. Draycir continues to work with Experian to ensure that the data Draycir provides for customers is the best available on the market.



Institute of Credit Management

Draycir has an alliance partnership with the Institute of Credit Management (ICM). The ICM promotes excellence in credit management and is the largest professional credit management organisation in Europe.



Sage

Draycir works closely with Sage and the Sage partner channel. Draycir has won a number of Sage Developer Awards, including the Sage ISV Developer of the Year Award in 2010 and the Sage Special Recognition Award in 2009.



Microsoft Gold Partner

Gold Certified Partners represent the highest level of competence and expertise with Microsoft technologies and have the closest working relationship with Microsoft.



Product Certification

Compatible with Windows 7
All Draycir products have been tested to meet all of the technical requirements to be Compatible with Windows 7.



Product Certification

Works with Vista
Draycir products have been tested for baseline compatibility with PCs running the Windows Vista operating system.

Customer and Partner Testimonials

"Deploying Credit Hound has allowed us to reduce our debtor days by a third from 60 to 39 days, and all in the course of three months. This has delivered a major boost to our cash flow and has contributed to significant cost savings across the business. Now, with a smaller and younger debtors' ledger, we are at less risk of bad debt and have also been able to reduce our interest costs."

Mike Roberts, Target 250

"Credit Hound fills a gap in the market and we can now offer a quality credit control solution to our Sage customers."

Ian Selvan, Centrepoint Software

"Spindle Professional integrates fully with our existing accounting system. It streamlines the process, making it more efficient. We started using it about six months ago, and it has saved us a great deal of time and money. We now send most of our documents electronically, so we also save on paper and postage. It's a very handy tool indeed and we find it easy to sell in our channel – it's one of the few software packages that exceeds expectations time and time again."

Jane Youngman, Sicon

"I was instantly impressed by Spindle Professional's efficiency and effectiveness and its ability to deliver what it promises. This is where many software packages let themselves down, but Spindle Professional scores time and time again. I would have no hesitation in recommending it to anyone."

Seb Bishop, Bishop Group

"Within weeks of starting to use Credit Hound our overdue balances had reduced by over £100,000. Interest earned on this sum will rapidly pay back our investment in Credit Hound and less overdue balances means our exposure to bad debt has been lowered too."

John Stride, Orion Cleaning

"We use Spindle Professional throughout the business, from Service Job sheets and delivery notes through to invoicing and statements. Our paperwork looks so professional that our clients have commented that they thought it was all pre-printed!"

Jason Tullah, Electronic Business Systems

"Credit Guardian is by far the best product I've come across in eight years' experience as a credit controller. We often know before the banks about a potential problem with a customer's business. It's that quick."

Sarah Whewell,
Top Gear Recruitment Ltd.

"At first I was sceptical that the software could actually deliver what we needed. However, I've been incredibly impressed by the power and flexibility of Spindle Professional. One of the great things about Spindle Professional is that it works with so many programs. It has surpassed all our expectations."

Chris Hill, Tokai Carbon

"Deploying Credit Hound has allowed us to reduce our debtor days by a third from 60 to 39 days, and all in the course of three months. This has delivered a major boost to our cash flow and has contributed to significant cost savings across the business. Now, with a smaller and younger debtors' ledger, we are at less risk of bad debt and have also been able to reduce our interest costs."

Mike Roberts, Target 250

All information is correct at the time of going to print

For more information please visit

www.draycir.com/credithound

or call 0845 123 2941

Requirements

1 Ghz Intel-compatible processor
1 GB of memory
1 GB free disk space
Internet Explorer 7 or above
Minimum 1024 x 768 screen resolution
32-bit (x86) Windows 7, Vista, XP, Server 2003, Server 2008
64-bit (x64) Windows 7, Windows Vista, Server 2003, Server 2008

Draycir has a policy of constant development and improvement. We reserve the right to alter, modify, correct and upgrade our software products and publications without notice and without incurring liability.

Product Range

Credit Hound is one of a range of products available from Draycir, specialists in document distribution and credit management solutions.



Spindle
PROFESSIONAL



Credit
HOUND



Credit
GUARDIAN

Awards



Most Innovative
Sage Addition 2004

THE SUNDAY TIMES ★★★★★

Awarded 4 out of 5 stars 'Business Tool of the Week'



Draycir Ltd. 3 De Montfort Mews,
Leicester LE1 7FW, United Kingdom
T: 0845 123 2941 F: 0870 011 8910
E: sales@draycir.com

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