

SOPHISTICATED  
CONTACT  
MANAGEMENT

## Friendly contact management

- Easy organization of groups of contacts
- Link contacts to external events or assets
- Quick data import
- Address book push
- Bounce checker
- Assign contacts to multiple organizations
- Integrated help information

## Sophisticated communication log

- Track phone calls, email, internal notes, faxes, and more
- Send email directly from HiveContacts, storing text in communication log
- Alarm feature
- Assign item for any user to respond

## eMerge Broadcast Module

- Send email, or print letters, to any number of recipients
- Create & edit your own templates
- Automatic alert if any of your desired recipients are missing email addresses
- Continue session if interrupted in mid-send (by computer crash, power outage, accidental quit, etc.)
- Choose to customize messages on a one-by-one basis before you send email or print letters
- Automatic creation of communication log item for each broadcast
- Module can also be installed in a non-HiveContacts system

## Stay connected with HiveContacts

Designed in FileMaker, we've put powerful features into this solution allowing you to add or remove whatever you wish. You can integrate HiveContacts into an existing FileMaker system or, using the built-in data import tool, you can import data from other FileMaker and non-FileMaker sources.

**Make your contact management system fit exactly how you relate to your contacts.**



**“The developers at beezwax  
are extremely talented  
and passionate about their work.  
They created an amazing, personalized database  
that was not only fluid and functional  
but also consistent with our creative environment.”**

–Shannon Hiller-Webb,  
formerly of Cahan and Associates

## A BEEZWAX CASE STUDY

### PowerSpeaking, Inc.

#### Contact Management and Scheduling System

##### The challenge

PowerSpeaking provides high-impact presentation skills training for managers and executives who need to be effective and memorable when speaking. With classes held internationally, nationally and locally, their trainers and customers need to be able to schedule — and reschedule — with immediate notifications.

##### The Beezwax solution

Using our Hive system as a foundation, we tailored it to fit the unique customer relationship management model that has made PowerSpeaking so successful — and integrated it with QuickBooks and Google Calendar.

##### The success story

Thanks in large part to Beezwax’s work, the volume of business increased by 126% over the past 5 years, while staff only increased by 30%. As one trainer said, “Of all the firms I consult with, this is the best system I’ve experienced.”

**“I don’t know of any company our size  
in our field working with  
the level of infrastructural sophistication  
that we have.  
This gives us a real  
competitive advantage.”**

–Dave Azevedo,  
Finance Manager,  
PowerSpeaking, Inc.

## Optional add-on: Info Updater

The Info Updater enables you to automatically verify the information in HiveContacts — or any other FileMaker Pro contact management system — by inviting your contacts to view and correct their own information using a form we integrate into your website.

Unlike services such as Plaxo or Good Contacts — which require you to hand over management of your entire data set to a hosted system with limited extensibility — Info Updater lets you retain control of your data within your FileMaker system, and you can completely customize the presentation of that data. Moreover, you determine what data you wish to update — including any relevant demographic, categorization, or historical information.

Thus, the Info Updater does more than rectify your address book; it helps you and your contacts stay in touch.

##### Features

- Unlimited number of uses and records
- Unlimited number of templates which can be used to generate mass emails
- All basic contact fields included
- Email broadcast can be automatically personalized using any of the contact information passed from your FileMaker database
- Web form has the basic look and feel of your existing website, and is placed within your domain