



Maximizing the value of Convergence

COMPELLING APPLICATIONS FLEXIBLE PLATFORMS FOCUSED SERVICES

February 14, 2008

Client



The Coldwell Banker brand was founded in 1906 on a commitment to professionalism and customer service that remains the core of their business philosophy today. They are the nation's oldest real estate organization with branches spread across the country, and their experience has helped make the dream of homeownership a reality for millions of families.

Coldwell Banker has five locations in the Yucaipe, California region. The headquarters houses five separate departments, including Mortgage, Escrow, Commercial Real Estate, Residential Real Estate and Administration. This vast Coldwell Banker site accommodates a large amount of brokers and representatives that utilize over 87 extensions in this building alone.



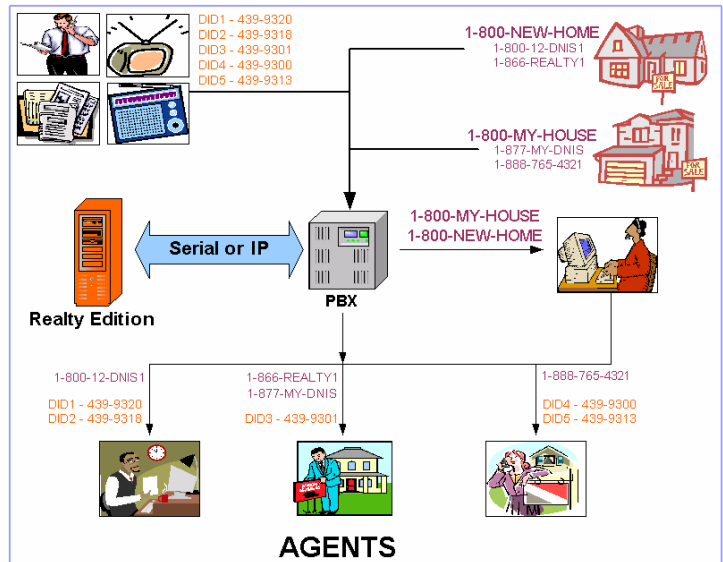
"Realty Edition is very simple and easy for us to use. We love the flexibility of the software and the search options available. We utilize the search by number features often. It has helped our location a great deal."

Jim Teeters
Coldwell Banker

Challenge

Coldwell Banker spends an enormous amount of energy and time working with clients every day. When speaking to home seekers, owners, sellers and builders, Coldwell Banker representatives rely on telecommunication as their number one resource for contact. With so many departments in one location and so many calls being made from each extension, there was no true understanding of which calls were going through which departments. This made it nearly impossible to divide the consolidated telephone bill or keep telecom costs down.

In addition to the need for a well organized telecom system for billing purposes, Coldwell Banker in Yucaipe, CA, needed a firmer understanding of the telephone usage throughout the building to keep track of phone records and hinder phone abuse. They needed a reliable and simple solution that would allow them to monitor the phone records across many departments simultaneously. As a Vodavi telephone system user, Coldwell Banker also required a solution that would work seamlessly with their PBX and allow secure access to call records from one centralized location without the worry of unauthorized tampering from employees.



Maximizing the value of Convergence

Compelling Applications. Flexible Platforms. Focused Services.

TriVium Solution

Upon searching for a call tracking solution that could provide customized benefits for their location, Coldwell Banker decided to utilize TriVium's Realty Edition™ call accounting solution. Jim Teeters, the Systems Administrator at Coldwell Banker, was highly pleased by the reporting capabilities and useful applications of Realty Edition™, which provides flexible, simple-to-use and scalable call accounting for all internal, external and conference calls. This multi-site solution has a centralized server that a supervisor can access from any location, making Realty Edition™ a convenient and logical choice for multiple location businesses. Realty Edition™ also provides billing and trunk analysis tools that allow you to analyze telephone usage across your organization.

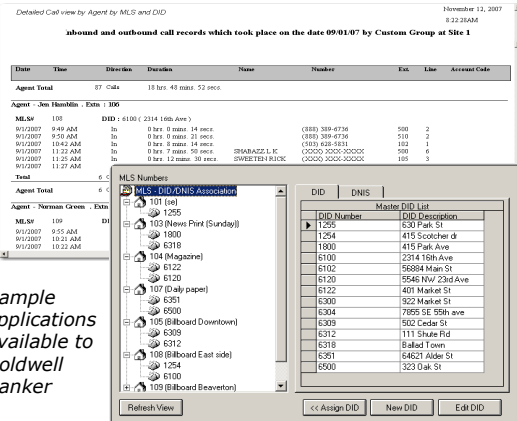
"Realty Edition has helped us configure our billing statements as well as determine what our telecom activity is throughout the departments."

Jim Teeters
Systems Administrator

Additionally, Realty Edition can help measure call traffic generated for property listings. Organizations like Coldwell Banker use Realty Edition™ to understand the performance of their agent sales based on each campaign; optimizing listing successes and expense management. This added bonus translates into a greater ROI and more effective budgeting for marketing and advertisement campaigns. Teeters states, "Realty Edition is very simple and easy for us to use. We love the flexibility of the software and the search options available. We utilize the search by number features often. It has helped our location a great deal."

Benefits

Using Realty Edition™ in five departments, Coldwell Banker is now able improve telecom usage and billing procedures with call tracking and trunk-analysis applications. When needed, the management is also able to make use of Realty Edition's campaign tracking tools to increase listing successes and marketing project effectiveness. Additionally, phone abuse and billing discrepancies have been improved and scheduling of employees can be based on peak call times to aid in improved sales and customer service. The simple-to-use and flexible search options have allowed the managers hassle-free access to the records they need from hundreds of ports/extensions, all from one centralized location.



Detailed Call view by Agent by MLS and DID

November 11, 2007 9:37:28AM

inbound and outbound call records which took place on the date 09/01/07 by Custom Group at Site 1

| Date | Time | Direction | Duration | Name | Number | Ext. | Line | Account Code |
|--|----------|--------------------------|---------------------|----------------|----------------|------|------|--------------|
| Agent Total 87 Calls 18 hrs 43 min 52 sec | | | | | | | | |
| Agent - Jim Hasbiller - Extn : 306 | | | | | | | | |
| MLS# | 101 | DID : 6100 (234 186 Ave) | | | | | | |
| 9/1/2007 | 9:49 AM | In | 0 hrs 0 min 14 sec | | (383) 389-8736 | | 500 | 2 |
| 9/1/2007 | 9:50 AM | In | 0 hrs 0 min 21 sec | | (383) 389-8736 | | 510 | 2 |
| 9/1/2007 | 10:45 AM | In | 0 hrs 0 min 14 sec | | (383) 438-8181 | | 102 | 1 |
| 9/1/2007 | 11:21 AM | In | 0 hrs 7 min 50 sec | SHARAZULI, E | (303) 300-3000 | | 500 | 6 |
| 9/1/2007 | 11:25 AM | In | 0 hrs 12 min 30 sec | SPRETTEN HILDS | (303) 300-3000 | | 100 | 3 |
| 9/1/2007 | 11:27 AM | In | | | | | | |

Agent Total 6 c

Agent - Norman Green - Extn

MLS# 109

9/1/2007 9:55 AM

9/1/2007 10:25 AM

9/1/2007 10:22 AM

MLS Number

MLS - DID/DNIS Association

101 (Ext)

1255

103 (News Print [Sunday])

1800

6318

100 (Magazine)

6122

6120

107 (Daily paper)

6351

6300

6304

100 (Billboard Downtown)

6309

6308

100 (Billboard East side)

1254

6100

100 (Billboard Beaverton)

Refresh View

Assign DID New DID Edit DID

| DID Number | DNIS | Master DID List | DID Description |
|------------|------|------------------|-----------------|
| 1255 | | 6301 Park St | |
| 1254 | | 415 Scotcher dr | |
| 1800 | | 415 Park Ave | |
| 6100 | | 234 186 Ave | |
| 6102 | | 56884 Main St | |
| 6120 | | 3546 NW 23rd Ave | |
| 6122 | | 401 Market St | |
| 6300 | | 922 Market St | |
| 6304 | | 7895 SE 95th ave | |
| 6309 | | 902 Cedar St | |
| 6312 | | 1111 Shute Flid | |
| 6318 | | Baked Town | |
| 6351 | | 54621 Alder St | |
| 6300 | | 323 Oak St | |

Sample applications available to Coldwell Banker

Realty Edition™ has empowered Coldwell Banker in Yucaipa, CA, to dramatically optimize their telecom usage, billing procedures and expense budgets. Best of all, Realty Edition's scalability will allow them to continue streamlining their call records effortlessly throughout various departments and according to their growing needs as a real estate firm.

About TriVium Systems Inc.

TriVium Systems is a leading provider of Business Productivity Solutions for the Converged Communications marketplace. TriVium's solutions help organizations maximize the value of voice and data convergence. Our company focuses on building compelling applications, flexible platforms and related services that enhances user experience. The solutions can provide access and insights into business data that help manage costs and boost productivity in innovative ways. TriVium distributes its products through a nationwide network of channel partners.