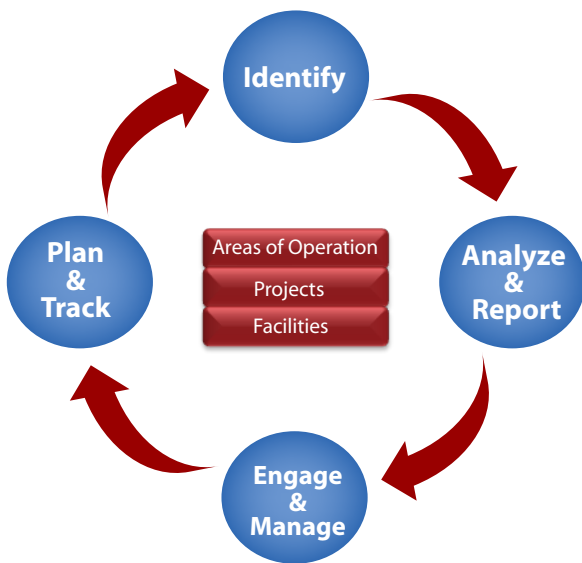


Better Identify, Analyze and Manage Stakeholders

Stakeholder Relationship Management (SRM)

Stakeholder Relationship Management (SRM) is software that helps companies better Identify, Analyze and Manage Stakeholders and track them against Projects, Facilities and Areas of Operation. SRM works within Microsoft Outlook and Microsoft Office to ensure ease of use, ease of access and effective reporting. Ideaca's SRM solution is available as an On-Premise application installed on a company's network or via a SaaS (software-as-a-service) model that is hosted online.



Identify	Analyze & Report	Engage & Manage	Plan & Track
<ul style="list-style-type: none"> ✓ Stakeholder Organizations <ul style="list-style-type: none"> • Government / Regulators • Aboriginal Communities • Communities • Media • NGOs • Vendors & Suppliers ✓ Key Stakeholder Contacts ✓ Groups <ul style="list-style-type: none"> • Band Councils • Joint Planning Groups • Community Groups 	<ul style="list-style-type: none"> ✓ Link Stakeholders to your <ul style="list-style-type: none"> • Operational Areas (Land) • Projects • Facilities and Sites ✓ Rate Related Stakeholders' <ul style="list-style-type: none"> • Power • Proximity • Support & more ✓ Report on Stakeholders <ul style="list-style-type: none"> • Activities per Project • Activities per Facility • Expenditures & more 	<ul style="list-style-type: none"> ✓ Manage Inquiries <ul style="list-style-type: none"> • Requests • Issues • Complaints ✓ Manage Consultations ✓ Resolve Objections & Interventions ✓ Manage Events (i.e. Town halls) ✓ Manage Formal Communications ✓ Engage via Community Programs 	<ul style="list-style-type: none"> ✓ Stakeholder Action Plans ✓ Audits, Reviews & Studies ✓ Permits & Applications ✓ Commitments & Agreements ✓ Supplier Contracts ✓ Track Communications <ul style="list-style-type: none"> • Emails & Phone Calls • Letters & Faxes ✓ Track Interactions <ul style="list-style-type: none"> • Appointments

Common Challenges

Data silos: use of spreadsheets, paper tracking and isolated databases make it difficult to collaborate across groups and geographies resulting in poor visibility of valuable information held in these "data silos"

Time consuming, manual reporting: submission of regulatory reports and ad hoc requests for Stakeholder activity reports results in excessive manual effort to compile the data, often with inaccurate results

Lack of visibility: into key business processes such as Stakeholder Identification and Analysis, Issue Management, Event Management, and Inquiry Management. Information and history are either "in people's heads" or left on paper, which increases risk and limits visibility

Benefits

- ✓ **Improve** collaboration & communication across departments & geographies
- ✓ **Better** visibility into Stakeholder relationships & interactions
- ✓ **Enhance** managements' understanding of Stakeholder impacts on projects, facilities & areas of operation
- ✓ **Effective** and easy capture of Stakeholder engagement (Communications & Interactions) history
- ✓ **Improve** timeliness & accuracy of reporting and decision making
- ✓ **Realize** operational efficiencies and lower costs related to Stakeholder engagement
- ✓ **Increase** project successes with improvements to Stakeholders relationships
- ✓ **Better** enable companies to meet goals & commitments related to social responsibility & corporate citizenship



Features and Functionality

Stakeholder Tracking



- Track Stakeholder organizations, contacts and/or groups against areas of operation, facilities, sites and projects
- Track contact movement (i.e. role changes) within a stakeholder organization through the Contact Audit History feature
- Link contacts, in addition to their main employer to other Stakeholder organizations. i.e. associations & affiliations
- Capture the history of interactions & communications with Contacts & easily distinguish their job movement between Organizations

Reporting & Analysis



- Take advantage of Real Time Reporting with prebuilt SRM reports or create new reports using the Reporting Wizard
- Record list views allows convenient access to SRM information from any point within the software
- Advanced Find allows for simple and complex queries, which can be used to create communication lists or personal list views
- Export SRM data to Excel for analysis using pivot tables, graphs and charts, and even create individual SRM dashboards

Data Quality, Integrity & Security



- Full duplicate checking, bulk record edit and record merge functionality ensures data stays clean, accurate and relevant
- Flexible security settings allow for the restriction of records (viewing, editing & more) based on role and business unit

Automate Business Processes



- Better manage Stakeholder related processes (i.e. consultations, town halls, audits) with automatic notifications and assignments
- Leverage SRM workflow rules to monitor conditions, statuses and time duration to better manage processes including approval routing & escalations

Integration with Microsoft Office



- Full integration with Outlook allows for single click tracking of Stakeholder related emails, appointments and tasks into SRM
- Take advantage of Excel functionality to easily import data into SRM system (i.e. town hall attendee lists)
- Leverage Word to conduct mail merges for formal Stakeholder communications or to generate forms and checklists

Integration with Document Management & GIS Mapping



- Extensible SRM platform allows for integration with other applications to provide easy access to other data from within SRM
- In context integration provides users with related documents, maps and more for a particular Stakeholder or Project record without the need to separately search in other applications

Access SRM in the Office, in the Field or in the Air



- SRM can be accessed using Outlook or via a web browser
- Mobile SRM is available on PDA devices for access to Stakeholder details when away from the office
- Offline SRM allows user to work disconnected, on their full SRM system with data while on a plane, train or in the field

Engage Stakeholders Globally



- Users can operate, interact and report in SRM using the language of their choice (40+ languages are available)
- Localize SRM to reflect regional differences in Regulations & Procedures using the configuration toolkit & translation capabilities
- Available Translation feature allows users to view text within the SRM application in the language of their choice
- Multicurrency capabilities allow for the tracking and reporting of budgets and expenditures in the appropriate local currency

Configurable User Interface



- Screens are easily modified to align with a company's specific terminology and unique processes
- New tabs, sections and fields on forms as well as record list views can be added and edited by non-IT personnel

Reduce Training Time & Improve Adoption



- Not only does SRM work within Outlook and integrate with Word and Excel but its navigation and user interface are designed like MS Office making training easier and ensuring user adoption