

Romanian Companies CD



User guide

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BORG *Design* – Romanian Companies CD

1. Introduction

Thank you for choosing the Romanian Companies CD!

User license

The Romanian Companies CD is protected by copyright laws and international conventions regarding copyright, as well as by other similar laws and treaties regarding intellectual property.

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Borg Design Contact

Technical assistance

If you have any troubles using the software or if you have any questions related thereof, please contact us:

- E-mail: office@listafirme.ro



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2. Program installation. First steps.

The following steps are necessary to install successfully the „Romanian Companies” program.

1. Please check the CD when receiving it. If the CD has faults and it cannot be used, please return it and contact us in order to send you another.

2. P.C. requirements:

Operating system: Windows 98SE, 2000, NT, Millennium, Xp, 2003.

CPU: Min. 600 MHz; 1 Ghz recommended.

RAM: Min. 128 MB; 512 MB recommended.

Display: Any monitor that supports at least an 800x600 resolution and 256 colors. The recommended resolution is 1024x756, True Color.

Required free space on Hard Disk: Min 500 MB.

CD-ROM: any type.

USB Port: 1.1 or 2.0

Other requirements: Internet Explorer, Microsoft Word 2000 or recent versions (for GOLD version users), Adobe Reader.

3. Insert the CD into the PC's CD Drive. Depending on the settings on your PC, the application setup will be launched automatically. If **Autoplay** is not selected, you will have to open **Setup.exe** directly from the CD-ROM. You can make a copy of the installation documents on the Hard Disk and thus play Setup.exe. Follow the instructions on the desktop!

4. Insert the USB key (after installing the „Romanian Companies” program you need to install the USB key drive). You need less than one minute to finish the operation. When is in a working condition, on the USB key a red light will appear.

Note: USB security key is the one that protects the application against illegal use. The application can be installed on different work stations, but can work only on the station that has the USB key connected. The USB key indicates the program version, printing permissions and the update. In case of violating the „User license” it is possible that some of the facilities or even the application could stop working. Please, do not give away the USB key. Giving away the USB key makes you subject of the aforementioned risk.

5. If there are any errors occurring during the setup process, please read the chapter Errors (Appendix, page 34) .

6. If you have other versions of the „Romanian Companies” program installed on your PC, it is recommended that you uninstall them prior to a new installation. Take the following steps:

- close all programs ;
- double-click on the **Add or Remove Programs** icon from Start-Control Panel;
- click on the program's name from the **Currently installed programs** box, than click the **Remove** button;
- follow the instructions on the screen.

7. Network version. Within this version, the „Romanian Companies” program may be used by more members of an Organization.

8. Important! In case you have an old version, save the information regarding campaigns and groups of favorites before reinstalling the program or before installing a new version, using the Transfer tool.

9. Read carefully the terms of the „License agreement”!

Note: The purchasers of the „Romanian Companies” pack will receive a member account on the www.ListaFirme.ro site. The account includes a **user** name and a **password** which allow you the access to the Internet database and to other services offered by Borg Design. The account is valid for a year, starting with the date on which you receive the user license of the program. The account can be updated if you want it. After the payment confirmation, you will receive the **user name** and the **password** on your e-mail address.

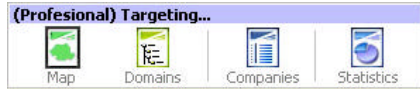


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3. Main functionalities

3.1 Main ToolBar

A. Targeting section



Map

This functionality enables the interactive and guided selection of the cities in which the companies have their office. The selection (on the map or in the table) includes sorting features, statistics and the possibility of a selection in **Favorite Cities**. The **Print** order is available only in the table (**Display mode**).

Domains

This functionality comprises all data from the National Activities Classification in Economy (**NACE**) and from the Classification of Products and Associated Services (**CPAS**) of each class. With the help of the NACE classification, you can find easier companies which have the domains of activity searched by this. Selections of domains can be added to **Favorite Domains**.

Companies

After specifying the selection criteria (cities, domains), this functionality generates a report which contains both the number of the companies found in the database, and also the completion degree of information (how many companies have a telephone, a fax etc.)

Facilities included within this option:

- the possibility to set the registration number on the page;
- specification of the fields which contain the desired information for display;
- there can be specified filters to list only the companies which have certain filled fields (ex: display only the companies which have an e-mail address);
- sorting on page on all available columns;
- sorting on all database;
- fast search on page;
- companies can be added to Favorite Companies, separately or in group;
- adding the companies in Telemarketing, Mailing or E-mail campaigns;
- details represent all the information available in the database about a certain company (a company profile). Their visualization can be made by double-clicking from any list which contains companies (Fast search, Romanian companies, list of companies in Campaigns).

Statistics

Allow you to create, save and print the 3D graphics necessary to make a **market research**. They are also useful for displaying the graphic indicators.



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B. Advertising section



+ Telemarketing

Is a tool program designed especially for the promotion and sale of products and services by telephone. Thus, you can create a phone campaign by adding the companies and their telephone numbers in a customized list.

More details :

- generates interactive conversation script;
- the possibility to export/print activity reports;
- edit the possible answer options; („Do not answer”, „It is interested”);
- the possibility to add new comments;
- automatic saving of the precise hour and date of conversation, the possibility to reschedule the conversation;
- automatic dialing of the telephone number through the modem with the possibility to add a new number or to validate the dialed number;
- automatic saving of results.

+ Mailing campaign

Is a tool used to promote products and services by mail. The letters and envelopes are customized with the name of the company and of a boarding person. While the non-customized envelopes have a very low feed-back, the customized ones always reach their target, enhancing your chances of receiving an answer. There can be made self-adhesive labels with the name of the recipient, the title and address of the company, following to be stocked on envelopes and sent. There is also the possibility to print the recipient data directly on the envelope.

+ E-mail campaign

Is the perfect tool to make an internet promotional campaign.

Included facilities:

- E-mail address list;
- Display the name of the recipient company or person;
- Automatic filling of the **Subject** box.

+ Faxing campaign

The facility enables you to create fax-marketing campaigns. In the case of messages sent by fax, the reading rate thereof is estimated as being superior to e-mailing and mailing.

Included facilities:

- Fax number list;
- Fax messages merging (note);
- Automatic delivery of fax messages;
- Schedule for the delivery of messages within the discount time periods.



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3.2 Support



Dedicated site

The site www.ListaFirme.ro is a very valuable source of information in the business/commerce domain, a fact which is proved by the interest showed by over 10.000 unique daily visitors.

Facilities:

- access to the information from the database which is updated daily;
- you can download upgrades of the „Romanian Companies” program;
- free software offer (Financial Assistant);
- update interface of the contact information for subscribed users.

Note: „Romanian Companies” CD and the www.ListaFirme.ro site are also available in English language. „Romanian Companies” is the most comprising and updated company database available on the market: over 500.000 companies out of which more than 18.000 are site members.

Help

Local and online support for the installation and use of the Romanian Companies program:

- help for removing potential errors;
- examples, case studies;
- advice for creating publicity campaigns.

3.3 List manager

The list manager is installed in the same time with the Romanian Companies program, but it opens separately. Follow the way:

- **Start/All Programs/ Borg Design/ Lista Firme (Romanian Companies)/Manager List.**

This tool facilitates the transfer of data regarding campaigns and the list of favorite companies: it enables the import and export of the company lists from one version to another, from a computer to another and from one installation to another. In case you are going to make an upgrade, we recommend that you save the information regarding campaigns and favorite groups before reinstalling the program or installing a new version.

The list manager enables the faster performance of the operations of adding a list to another or taking a list from another compared to the facility included in the main program.

On the occasion of making the database upgrades (usually by replacing the CD), the List manager is the only tool which allows you to keep the old selections, campaigns and favorite lists by exporting them from the old version and importing them into the new installed version.



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3.4 The box for selecting the currency in which financial information will be displayed



Necessary steps:

- click on the arrow;
- choose the currency in which financial information will be displayed:

USD American Dollar;

EUR Euro;

RON New Lei (Introduced on 01-07-2005);

ROL Old Lei (Currency used before 01-07-2005).

The selected currency is taken into account when displaying the company profiles, when making the selections and displaying the statistics.

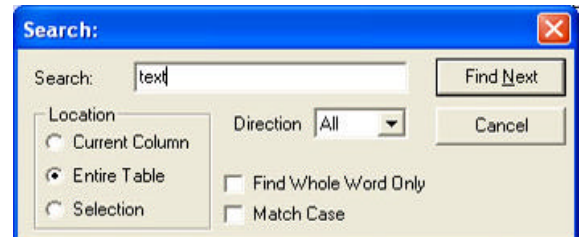
Currency conversions are operated at the exchange rate correspondent to the first day of the immediate following year after the one that the follow-up data refers to.

Note:

- The „Gold Romanian Companies” version includes the following functionalities: **Map, Domains, Companies, Statistics, Telemarketing, Mailing campaign, E-mail campaign, Faxing campaign, Support, Transfer tool** and **The facility to select the currency in which financial information will be displayed**
- „Professional Romanian Companies” version includes only the functionalities: **Map, Domains, Companies, Statistics, Support, Transfer tool** and **The facility to select the currency in which financial information will be displayed**.

3.5 Fast search on the page

With the help of CTRL+F key combination you can have the page search window both within the target company lists and within the campaign company lists. The use of this page search is given by the possibility to identify registrations that you want to be removed from the list (ex: someone has signified the wish of not receiving messages anymore), or to add them to the favorite lists.



3.6 Browsing between the pages



With the help of the browsing buttons you can go back fast to the previous recent viewed pages (lists, reports, campaigns) without the need to regenerate them.



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4. Fast search of a company

The **Search engine** is placed in the right-upper part of the **Companies** module window.

- A. The **Search** box: insert the text here (the name of the company, registration no., URC or street).

- Example: in case you are searching the companies on Alexandria St. in Bucharest:
 1. Press „Alexandria”;
 2. Option: **Starts with** – does not return any results;
 3. Option: **Contains** (if you check the **contains** check-box) displays the companies on „Alexandria St.”;
- Example: in case you are searching the company with the name Borg Design:
 1. Press “borg”;
 2. The option **Starts with** displays the companies which start with „borg”:
“Borg Design SRL”;
“Borg Investitii SRL”.
 3. The option **Contains**: displays the companies which contain the group of letters „borg” at the beginning of the word:
“Borg Design SRL”;
“Teknoks Borga SRL”.

- B. In the „Field” box select the field on which you are searching (Company, Registration Number, URC, Street).

- C. In the third box select the search mode. „**Look in**” list allows you to select the locations in which you are going to make the search:

- **Web** is the place where you will find the most recent information about a company;
- **Database** includes all the companies registered in the program;
- **Target** includes only companies from the selected counties and domains of activity;
- **Favorites** allows you to search in the groups of Favorites;
- **Campaigns**: Telemarketing campaigns, Mailing Campaigns, E-mail Campaigns: searching in the saved groups of favorites.

Observations :

- Search by name of Company is the most used;
- Search by Registration Number is the most precise;
- Search by URC number is the fastest, but the companies that haven't filled the URC number will not be found in the database.



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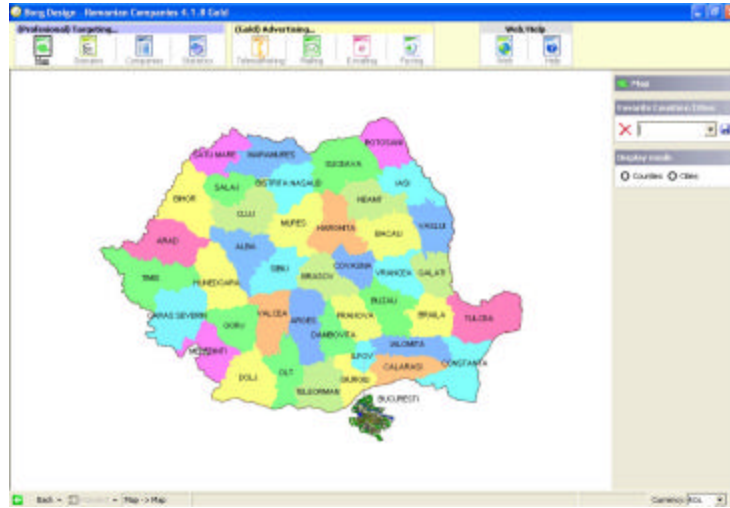
5. Map module

5.1 Selection of counties and cities

- Left-click on the **Map** icon (in the main Toolbar, the upper part of the main window).

The module allows two displaying types:

A. Romania Map (you can select the counties by clicking on their names).



The font with which is going to be displayed the name of the county shows you its selection degree:

- COUNTY (normal font): not selected;
- **COUNTY** (bold): partially selected (only a few of its cities have been selected);
- COUNTY (bold+underlined): completely selected.

Displaying the cities of one county:

- Right-click on the name of the county -> Left-click on **Cities in the County**. A table with all the cities (in the selected county) in which companies operate will be displayed. Check the check-box correspondent to the city you are interested in.

Displaying the cities of more than one county:

1. Select the counties from which you want the cities to be displayed;
2. Right-click on an area of the map (do not click on the name of the counties) -> left-click on **Cities** from the selected counties. A table with all the cities from the selected counties will be displayed.

Note:

- When you position the mouse slider on the name of a county, a ToolTip will appear on the screen, which shows you the number of the companies from the selected cities and the number of the companies from the county;
- In the status bar the number of the current selected companies and the total number of the companies are displayed.

Example : BUCHAREST (SECTOR 1 selected) – ToolTip: selected companies: 22 808; - total: 126 774.



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B. Table of Counties / Cities

Visualization of the table with all the counties (**Display mode**):

- Left-click on **Counties** from the **Display mode** box from the right part of the screen. You can select the counties or the cities by checking the check-boxes correspondent thereof.

No.	<input type="checkbox"/>	City	Companies	Scale
1	<input type="checkbox"/>	AB Alba Iulia	4,745
2	<input checked="" type="checkbox"/>	AB Sebes	1,176
3	<input type="checkbox"/>	AB Aiud	810
4	<input type="checkbox"/>	AB Cugir	561
5	<input type="checkbox"/>	AB Blaj	480

The table includes five columns:

1. The column for checking the county or the city whose companies you want to be displayed (check the correspondent check-box);
2. The column containing the abbreviation of the names of counties (useful because there are cities with the same name in different counties);
3. Name of the County / City;
4. The number of companies in each County / City;
5. The scale is the graphic representation of the number of companies in each city.

The Scale type may be set with the option buttons from the right – **Scale type**:

- **Logarithmic** (intuitive): comparison report to distinguish the nearest values;
- **Linear** (real): directly proportional to the number of companies (small and near values can not be distinguished graphically).

The selection is of two types and is made by using the sorting options:

- **Ranking**: sorts the Counties/Cities (by the number of companies) in a descending order;
- **Alphabetic**: sorts from A to Z by the name of the County/City.

5.2 Instructions for the use of Favorite Counties/Cities feature

The use of Favorite Counties/Cities feature

Favorites are useful because:

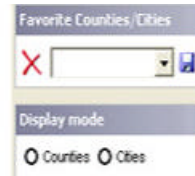
- you will always have at your fingertip the counties/cities selected/saved by a certain set of criteria;
- you will be able to combine a selection made on the **Map** with a selection made in **Domains** module;



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Creating a group of favorites

In order to create a group of favorites the following steps are necessary:



1. Select:
 - left-click on the name of the counties on the **Map**
or
 - click the **Counties** option from the **Display mode** box placed in the right side of the screen and check the check-boxes correspondent to the counties/cities in the table;

2. In **Map** module, type the name of the selection in **Favorite Counties/Cities** (right side of the window) and click the save icon (floppy). If you want to add new **Counties/Cities** in a group you created before, you will have to choose the name of the group of favorites to which you want to add. The saving makes a new group of favorites only if the name used for it has not been used before. Choosing an already used name shall lead to the adding of the current selection to the selection saved before with the same name.

Visualization of a group of favorites

1. Click the icon to unroll the list (in the right side of the **Favorite Counties/Cities** text box);
2. Select a group of favorites from the list. The names of the counties included in the selected group of favorites will appear with bold letters on the map. In the table display mode, the counties and cities included in the selected group of favorites will appear with the correspondent checked check-boxes.

Note: When loading for visualization of a group of favorites the current selections will be reset. If you don't want to loose them you will have to save them in **Favorites**, before loading another group.

Deleting a group of favorites

Shall be done by taking the following steps:

1. Left-click on the group of favorites you want to delete;
2. Right-click on **Favorites**->**Delete favorites**.



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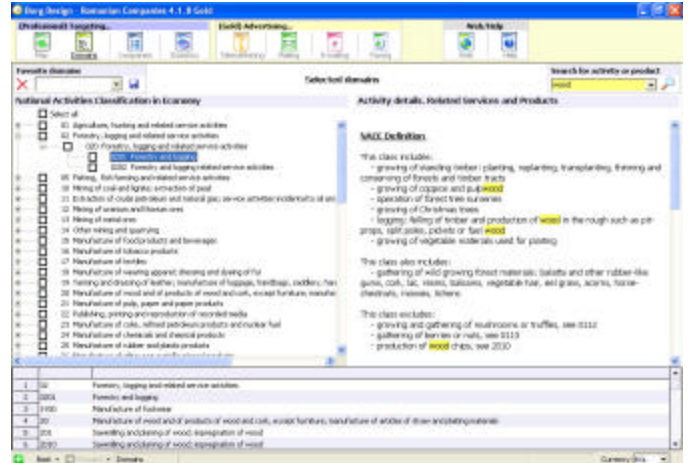
6. Domains module

6.1 Selection of domains of activity

Necessary steps:

1. Left-click on **Domains** icon (the upper side of the main window). In the left side you will notice a list (tree) which contains **The National Activities Classification in Economy (NACE)**.

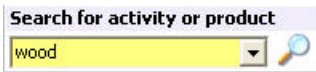
2. Selection of domains: check the check-boxes correspondent thereof. You can visualize the number of the selected domains in the middle-upper side of the window.



Only the ones with a 4 letter code are registered as selected domains. **Divisions of domains** have a 2-3 letter code and should not be interpreted as independent domains, but as groups. In the right side of the window is a description of the selected domain and also **The Classification of Products and Services (CPA)**.

6.2 Searching the companies by their domains of activity

Necessary steps:



- insert the text correspondent to the product, service, domain or code searched in the box from the right-upper side;
- click on the search icon or press the **Enter** key;

1	02	Forestry, logging and related service activities
2	0201	Forestry and logging
3	1930	Manufacture of Footwear
4	20	Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials
5	201	Sawmilling and planing of wood; impregnation of wood
6	2010	Sawmilling and planing of wood; impregnation of wood

- visualization of details on products and services associated to a NACE code obtained as a result (CPA) is made by double-clicking on the NACE code (NACE list from the inferior part of the page). The text by which you searched will appear in yellow.



The icon with a checked box and one which is not checked in front of a NACE code, appears when you haven't selected all subdomains of a group.

6.3 Saving the domains as a group of Favorites

Necessary steps:



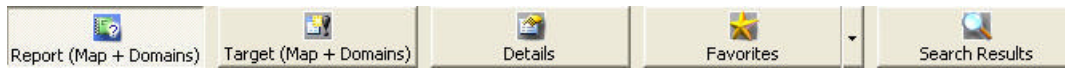
- check the check-boxes correspondent to the domains;
- type the name of the group of favorite domains in the **Favorite domains** box;
- click the save icon (floppy).



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7. Companies module

7.1 Companies module menu



A. Report (Map + Domains)

Accessing the **Companies** module:



- left-click on the **Companies** icon from the main menu.

The Report (Map+Domains) is automatically loaded on the page when you access the Companies module from Map or Domains, while the Target (Map+Domains) report is automatically loaded on page when you access the Companies module from a Target or Favorites list or from Fast search.

Report (Map+Domains) contains details on the selection you made:

- the number of companies which satisfy simultaneously the localization criteria and the criteria of the selected domains;
- the number of companies which appear with certain filled information (telephone, email);
- specifies the number of companies to be displayed in the list in the moment you click the **Target (Map+Domains)** icon.

Note: The number of companies displayed in the report refers to the current (displayed) selection.

B. Target (Map+Domains)

Target (Map+Domains) report does the following operations:

- reads the counties/cities specified in Map module;
- reads the domains of activity specified in the Domains module;
- reads the advanced criteria specified in Companies module (the right part);
- searches in the database for companies that satisfy all the specified criteria and displays them in the list;
- if the option „apply filters” is checked, the filter options will be also taken into account.

Note: When the number of companies is greater than 150.000, a message will warn you that the operation might take longer (depending on the capacities of the PC on which the application is running). If you bring any changes to the selection criteria, click again on the **Target (Map+Domains)** icon to update the list. Browse between the 4 sections of the **Companies** module (Report, Target, Details or Favorites) to have a complete image.



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C. Details

The following steps are necessary in order to see the detailed page of a certain company in the list:



1. Left-click on **Details** section or right-click on the company name;
2. Left-click on **Details** or **Online details**.

Displaying the details of a company

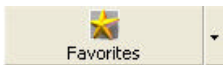
Necessary steps:

- double-click on a registration from the list of companies
or
- select a registration and click in the **Details** button (the right-upper side);
or
- right-click on a registration-> **Details**.

Note: Right-click on a registration to view the details of a company on the site www.ListaFirme.ro -> **Online Details**. On your first visit on the site you have to login by inserting the account and the password received on your email address when you purchased the „Romanian Companies” CD.

D. Favorites

The following steps are necessary to transfer the information of one or more companies into the **Favorites** section or into one of the following modules: **Telemarketing Campaign, E-mail Campaign, Mailing Campaign;**



1. Press left-click on the line correspondent to a company or select a few rows by keeping pressed on left-click;
2. Right-click on the line correspondent to a company -> left-click on „**Add to**” or „**Delete from**” options.

E. Search results

Search results button becomes visible only when the list with the results of a fast search is available. (see chap. 4)



The button can be used to display the result of the last fast search.



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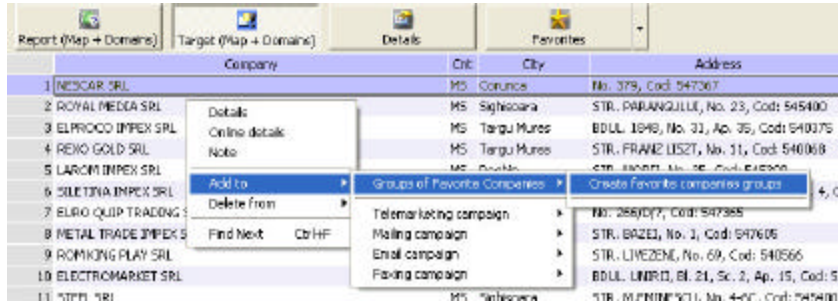
F. Using the Favorite Companies feature

What are the groups of Favorites?

A group of (companies) favorites is a list of companies that you create and save. This includes the companies selected depending on the location (county/city), the domains of activity correspondent thereof or other criteria. You can change the number of companies from the group of favorites by adding or deleting companies from the group you created.

Creating a group of favorites

1. Press left-click on the line correspondent to a company or select a few lines by keeping pressed on left-click;



2. Right-click on the correspondent row -> left-click on options **Add to -> Groups of Favorite companies -> Create Groups of Favorite companies -> Insert the name -> OK.**

Note: When you save, a new group of favorites is created (only if there is no other group previously created with the same name).

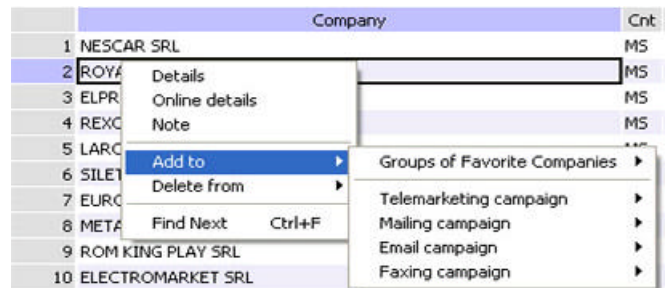
Adding the companies to Favorites or Telemarketing Campaign, E-mail Campaign or Mailing Campaign

- right-click -> **Add to -> Groups of Favorite Companies or ... Campaign**

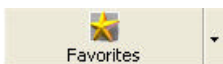
You cannot add a company more than once to the same group of favorites or to the same campaign.

Note:

- Within the telemarketing campaign the program can add only the companies which have a telephone number inserted in the database;
- Within the mailing campaign the program can add only the companies which have the address inserted in the database;
- Within the mailing campaign only the companies which have their e-mail address inserted in the database can be added.
- It is possible to add a group to another group, as well deleting a group from another group.



Displaying a group of favorite companies



- left-click on the arrow to the right of the **Favorites** icon;
- select a group of favorites from the list.

Deleting the companies from favorites, campaigns

- right-click -> **Delete from -> Favorite companies/...Campaigns**

Deleting a group of favorites

- display a group of favorites;



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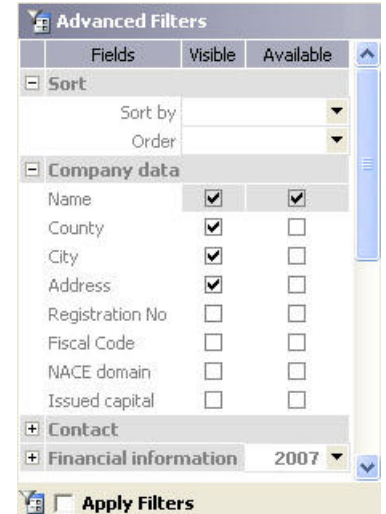
- select the group of favorites you want to delete -> click on Favorites icon -> **Delete Favorites.**

7.2 Advanced filters

The fields checked with **Visible** indicate the columns which will be included in the list of the selected companies.

Applying the **Available** filter will result in displaying the companies which have the information specific to the respective field filled in the database.

- *For example*, if you check in front of **E-mail**, on the **Available** column only the companies which have their E-mail address registered in the database will be displayed. For financial information (Employees, Turnover, Net profit, Foreign invest), extreme values can be specified, Min, Max, as well as the reference year for the follow-up.
- *For example*, in order to list only the companies which have a turnover greater than 10.000.000 old lei, you have to specify the respective amount as minimum (Min). In case of specifying a range, the companies that don't have the follow-up information filled will be excluded from the result.



Sorting of results can be done by specifying the sort field and the sort order. In case you don't specify the order, the sorting will be done implicitly in ascending order.

7.3 Searching for a company (by Name, URC, Registration no., Street – local and Web search)

See chapter 4.

7.4 Possible operations on the list of companies

Printing

Steps to take:



1. Left-click on the print icon from the right-upper part (in Companies module);
2. Choose the printing options you want;
3. **Print.**

Note: Print operation will not be available in case you don't have a printer connected and installed in the computer, or in case its settings are not correct.

Launching a campaign

Add or delete a company (or more) in **Favorites** or in one of the **Telemarketing**, **Mailing** and **E-mail** campaigns.

Create statistics

You can also display the information of the listed companies in a graphic format. Left-click on **Statistics** icon to visualize.



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8. Statistics module

8.1 Create statistics

1. Display the list for statistics in Companies module. Select the companies:

- select counties/cities on **Map** module;
- select the domains of activity in **Domains** module;
- create the list of companies in **Companies** module (with potential criteria of advanced selection/filters)
or
- select a group of favorite companies from the Companies module;

Criteria 1	Criteria 2	Result
Counties	.	Companies No.

2. Create statistics in the Statistics module. In the superior part of the module three boxes appear:

- the first two specify the **criteria** depending on which the division is being made;
- the third specifies the **result** you want to estimate;

3. After specifying these options click on **Create statistics** icon.

8.2 Possible operations



Legend

Check the **Legend** check-box to display the information of the chart. When the number of names in the legend is big, only the first companies will be listed (20-30). The rest of the companies will be displayed only in the chart.

Labels

Check the **Labels** check-box to display the graphic indicators. The chart may become incomprehensible when the number of labels is too big.

Rows, Columns options

- specification options for the data series to be displayed in the chart.

Not all charts support both options:

- oval charts support only Rows;
- bar charts support Rows and Columns;
- linear charts support only Columns.



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Print statistics

Statistics may be printed by right-clicking -> **Print**. In some of the cases, the charts are redimensioned to fit in the page.

Save statistics

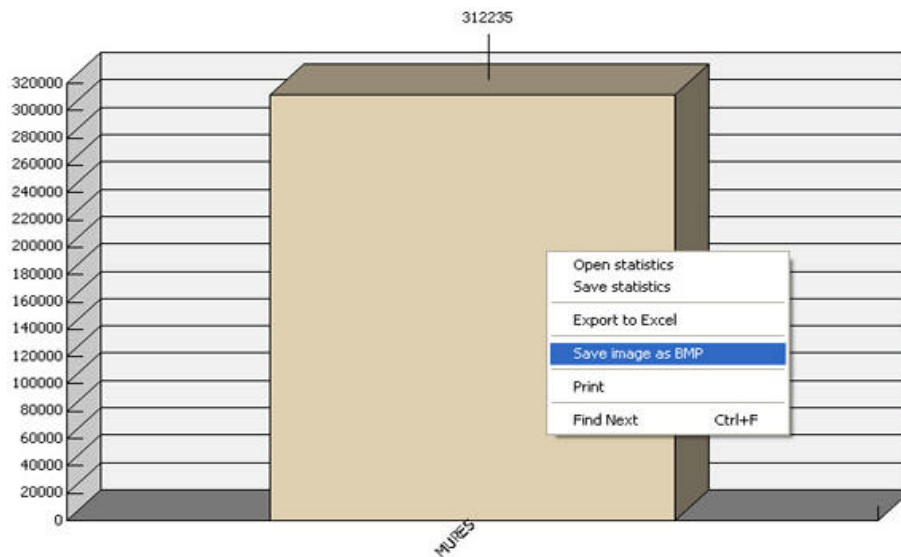
Statistics can be saved as files with *.cel extension by right-clicking on the chart -> **Save statistics**.

Visualization of files with saved statistics

- right-click on the chart -> Open statistics.

Save the chart (as *.bmp file)

- right-click on the chart -> **Save image as BMP**.

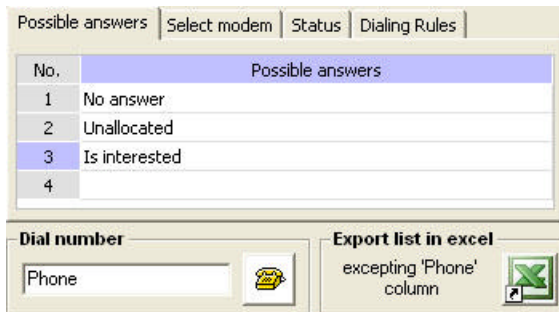




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9. Telemarketing Campaign module

9.1 Settings preceding the launching of campaign (selecting the modem, connecting the telephone line to the modem)



1. Connect the telephone line to a modem;
2. Select the modem to which you connected the telephone line (from the list of devices in the superior part of the telephony module). The **Dial** icon appears as deactivated in case that the device does not support the option of dialing a number;
3. Select/type the telephone number you want to dial (use only numeric characters);
4. Left-click on the **Dial** icon.

Telemarketing campaign can be made from the company's office, from a „call-center” or even from home. This may have the purpose of canvassing the market, promoting a product/service, maintaining relations with the customers or business partners, informing the customers regarding certain events, market research, obtaining feedback or obtaining offers from various companies etc.

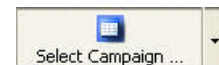
What does a telemarketing campaign include?

- possible answer options (the possibility to add an unlimited number of options like „Is interested”, „It doesn't answer”);
- the totality of added companies (with the possibility to add a valid telephone number for each registration, an answer option, some details and the date on which a certain company has been/will be called).

9.2 Creating a telemarketing campaign

Displaying a group of favorite companies selected for telemarketing campaign

- left-click on the arrow to the right of the **Select Campaign** icon.



Note: In case that more than 30 companies appear in the campaign, you will be asked if you want to display all registrations or only one interval.

A campaign can be created in three ways:

1. **Search for Company** (Companies module): right-click on company details -> **Add to** -> **Telemarketing campaign** -> **Create campaign**. When you save, a new campaign is created. The companies selected for the respective campaign are added in the same time.
2. From **Companies** module: right-click on the list of companies -> **Add to** -> **Telemarketing Campaign** -> **Create Campaign**. When you save, a new campaign is created. The companies selected for the respective campaign are added in the same time.
3. From **Telemarketing Campaign** module. Type a name in Telemarketing Campaign (the left-upper part of the Telemarketing Campaign module) and click on the save icon (floppy). When you save, a new campaign is created and the script and the possible options you have in that moment are saved.

Note: The number displayed after each campaign name represents the totality of added companies.



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9.3 The Script (Merge script – inserting the merging fields)

Display modes:



➤ **Edit:** allows you to modify the content.

You can import a text file this way: click on the **Import file** icon.

It is also possible to insert the fields for displaying a company's details: left-click on **Edit** icon -> right-click on **Insert field** icon -> **[Field name]**.

➤ **Preview:** allows the visualization of the script by using the data of the selected company.

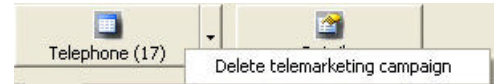
Insert field option: the list which can include key words like **[Person]**, **[Company]** a.o. The correspondent details to the selected field (or selected fields) will appear.

Note: The script is automatically saved!

Deleting a telemarketing campaign

The following steps are necessary:

1. In the moment you displayed a group of companies for campaign, the name of the respective group appears on the **Select campaign** icon;
2. Right-click on it-> **Delete Telemarketing Campaign**.



Use of the **Validate number** feature (icon which appears to the right of the telephone number)

Put the mouse slide on the check-box. A ToolTip which contains the text: **Valid number** will appear.

The following steps are necessary to validate a telephone number:

- select a telephone number from the list and left-click on the validation check-box of the number (the checked number will always appear at the beginning of the list of numbers);
- you can complete the list by inserting other telephone number than the ones already displayed: delete the displayed number and insert another number -> left-click on the validation check-box to save it.

Phone			
0269-206.385	▼		<input type="checkbox"/>
0269-216.244	▼		<input type="checkbox"/>
0269-217.147	▼		<input checked="" type="checkbox"/> He w
0269-216.381	▼		<input type="checkbox"/>

To deselect a telephone number that you previously validated, left-click on the same check-box to the right of the telephone number.



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The function of Status window

- messages which contain information on the modem status, line status, validity of the number to be dialed etc. are displayed;

Interpretation of messages:

- „Free” – The line is free, you can make phone calls;
- „Open line; #1” – Connecting to the available telephone line;
- „Dial” – The telephone number is being dialed;
- "Invalid number” – The dialed number contains other characters than 0-9 digits;
- ”Can’t be dialed”: - The number can not be dialed, check if the modem is correctly installed, if is working and also check if the telephone has a tone;
- „Dialing error”– The number was dialed, but there was no connection;
- „Connected” – The connection has been successfully made;
- „Disconnected” – The connection has been successfully completed;
- „Interrupted connection” – The connection has been interrupted by the speaker or accidentally;
- „Interruption error” – The connection can not be interrupted. Check if you have a line tone at the telephone. If there is no tone, it is possible that the line could have remained opened, because the modem was blocked and you have to restart the system;
- „Finished conversation: #1” – Conversation finished by the user or by the program.

9.4 Possible answers (adding options)

You can note and save the answers you received as result of the phone call. For example:

- „Interested in the offer”;
- „Will become a client”;
- „Thinking about our offer”;
- Other answers.
- double-click on a line correspondent to a company in the Options column -> insert text.

	Possible answers	Details	Date
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input checked="" type="checkbox"/>	He wants the offer	by fax or email	19-09-2008 17:46
<input type="checkbox"/>			

Use of the Details column

- In the Details column, details on a conversation can be inserted. For example: „Never answered the phone”;
- „Wants the offer on the e-mail address”;
- Other answers.

Note: The cells within this column support editing on more lines: Ctrl+Enter for passing to the next line.



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Use of the Date column

In the **Date** column the date and time on which the call was made to a certain company will be displayed. This information will be saved automatically. By double-clicking on a cell of this column you may visualize a calendar. From here you can establish the date on which a certain company must be called.

No.	Company	Phone			Possible answers	Details	Date
1	DELPREST SRL	004.0265-267.527	▼		<input type="checkbox"/> He wants the offer	▼	
2	DEMICON5 SRL	004.0265-513.494	▼		<input type="checkbox"/> He wants the offer	▼	
3	ATLANTIC COMIMPEX SRL	004.0265-269.848	▼		<input type="checkbox"/> He wants the offer	▼	
4	A TECNO SRL	004.0265-266.137	▼		<input checked="" type="checkbox"/> He wants the offer	by fax or email	19-09-2008 17:46
5	BENDELIMPEX SRL	004.0265-326.351	▼		<input type="checkbox"/> No answer	call back	/ /
6	REPLANT MEDICAL SRL	004.0265-217.824	▼		<input type="checkbox"/>	▼	
7	NICOM G & T SRL	004.0265-210.921	▼		<input type="checkbox"/>	▼	
8	DORA MEDICALS SRL	004.0265-210.131	▼		<input type="checkbox"/>	▼	
9	GAT CONSTRUCT SRL	004.0265-333.440	▼		<input type="checkbox"/>	▼	
10	GREFA IMPEX SRL	004.0265-211.340	▼		<input type="checkbox"/>	▼	
11	E.ON GAZ DISTRIBUTIE SA	004.0265-266.383	▼		<input type="checkbox"/>	▼	
12	SURUB TRADE SRL	004.0265-263.093	▼		<input type="checkbox"/>	▼	
13	SZIFERON SRL	004.0265-306.320	▼		<input type="checkbox"/>	▼	

September 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

Rescheduled phone calls may be resumed after sorting the table depending on the date, a fact which outlines the calls for the current day.



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10. Mailing Campaign module

What does Mailing Campaign module use for?

- creating a mailing campaign by making self-adhesive labels for envelopes/packages;
- merge mails and mailing envelopes by specifying the contact person from the administration, the company name and complete address.

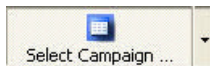
10.1 Creating a mailing campaign

A campaign can be made in two ways:

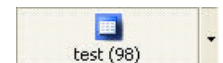
1. From **Fast search** (Companies module):
 - right-click on company details -> **Add to** -> **Mailing Campaigns** -> **Create campaign**;
 - save with the name of a previously created mailing campaign if you want to add the selected company (selected companies) to an already existing campaign.
2. From the **Companies** module:
 - right-click in the list of companies -> Add to -> Mailing Campaigns -> Create campaign;
 - save with the name of a previously created campaign if you want to add the selected company (selected companies) to an already existing campaign;
 - create a new mailing campaign by giving it a new name, than save it.

Note: The number displayed after each campaign name represents the totality of added companies.

Displaying a group of favorite companies selected for Mailing Campaign



- left-click on the arrow to the right of the **Select Campaign** icon;
- select a campaign from the list.



Note: In case that more than 30 companies appear in the campaign, you will be asked if you want to display all registrations or only an interval that you specify.

Deleting a mailing campaign

In the moment you displayed a group of companies for the campaign, the name of the respective group appears on the **Select campaign** icon. Right-click on this -> **Delete mailing campaign**.



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10.2 Edit labels

Using self-adhesive labels

Labels can be stocked on envelopes or packages. Usually they include: the name of a boarding person, company name, the address of the recipient company and the sender.

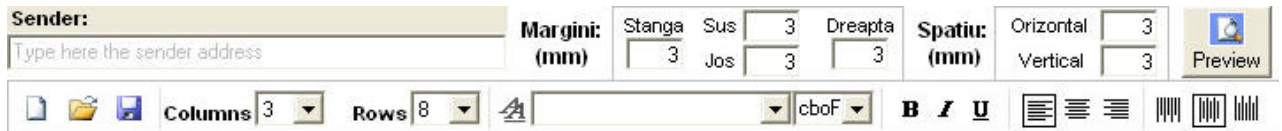
Elements of a label

- **[Person]** – Text which is replaced when printing the name of the boarding person from the recipient company;
- **[Company]** – Text which is replaced when printing the name of the recipient company;
- **[Address]** – Text which is replaced when printing the street, number, block, county, city of the recipient company;
- **Sender** – Text set by you, which appears under the sender’s data (specify the address of the company);
- **Web profile** – Text which appears only when printing a web link to the details of the recipient company.

Creating the self-adhesive labels for Mailing Campaign

No.	Company	Contact person	Gender	Address	City
1	<input type="checkbox"/> MONDO COMPUTER SRL	Voinea Ilie	M	Cod: 117721	Valea Mare F
2	<input type="checkbox"/> COSVIAL RANDI SRL	Cososchi Maria	F	No. 30, Cod: 117721	Valea Mare F
3	<input checked="" type="checkbox"/> AWH WOOD TRADING SRL	Lungu Magdalena Andreea	F	No. 9, Cod: 117721	Valea Mare F
4	<input checked="" type="checkbox"/> SMART ENERGY SISTEMS SRL	Paun Marius	M	No. 61, Cod: 117721	Valea Mare F
5	<input type="checkbox"/> DENVER CONSTRUCT AG SRL	Voinopol Titus Viorel	M	STR. DRUMUL MORII, No. 33E, Cod: 117721	Valea Mare F
6	<input checked="" type="checkbox"/> ROOTSOFT SOLUTIONS SRL	Floroiu Constantin	M	STR. VALEA POPII, No. 30, Cod: 117721	Valea Mare F
7	<input type="checkbox"/> M & C DINAMIC EXPRES SRL	Necula Ion	M	Cod: 117721	Valea Mare F

1. Take the necessary steps to list the companies in a mailing campaign (see above);
2. Check the check-box correspondent to a company or the check-boxes correspondent to several companies this way:
 - left-click on the check-box;
 - or
 - right-click on the company name -> **Check**;
3. Left-click on **Edit mailing labels**;
4. Type the company and address where you want the envelopes to be returned (in case they don't reach the destination): left-click on the correspondent row -> right-click twice -> type the text between square brackets;
5. The fields of the company or companies selected for campaign will automatically appear on the labels. You can check by taking these steps: Click on **Preview** icon -> Click on Preview icon from the **Page settings** window -> **Close**.
6. Edit labels;
7. Check them using **Preview** command;
8. Print labels: left-click **Preview** -> **Print**.



Note: INDENT option sets the distance between labels.



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Selecting the page size for label printing

It is recommended to use standard labels:

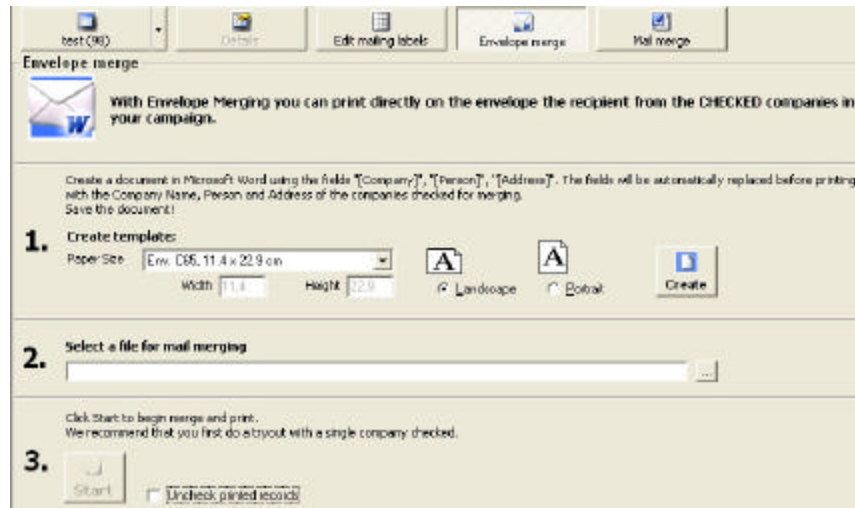
- A4 size (210x297);
- 3 labels (columns) on width x 8 labels (rows) lengthwise;
- Self-adhesive paper.

Note: Special paper for self-adhesive labels can be found in stationeries.

10.3 Mail and envelope merge

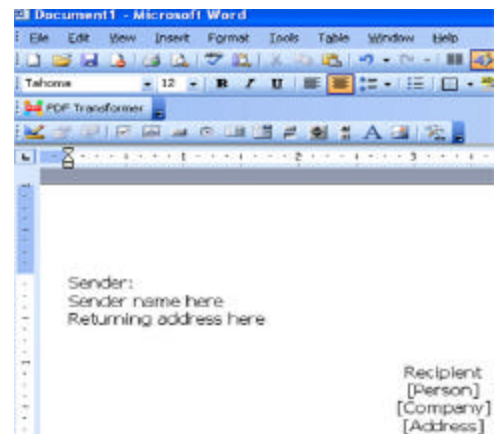
You must have installed Microsoft Word on your computer!

Necessary steps to create (template) mail/envelope for merging:



1. Take the necessary steps to list the companies in a mailing campaign (see above):
2. Check the check-box correspondent to a company or the check-boxes correspondent to more companies
this way:

- left-click on the check-box
or
- right-click on the name of the company -> **Check**;
- 3. Click on the envelope or mail merge icon;
- 4. Click on **Create** icon;
- 5. Edit mail using the replacing fields:
 - **[Person]** – Text which is replaced when printing the name of a boarding person from the recipient company;
 - **[Company]** – Text which is replaced when printing the recipient company name;
 - **[Address]** – Text which is replaced when printing the street, number, block, county and the city correspondent to the recipient company. Type the replacement fields exactly the way they are mentioned above (between square brackets). If they are typed wrongly, they will not be replaced with the recipient company data.
- 6. Save the document in *.doc format.



Note: In case you want to merge an envelope, you just have to set the same page sizes as the envelope to be merged.



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Printing the recipient information directly on the envelope

- section which merges the letters to be send. Thus, in place of an impersonal addressing (ex: Dear Sir), now you can also print on the envelope the name of the person to which your message is addressed. (ex: Dear Ion Popescu).
- option which allows you to print more forms of greeting, both depending on the context of your campaign and also depending on the recipient's gender.

11. E-mail Campaign Module

What does E-mail Campaign module use for?

- creating an E-mail campaign to promote a product or service;
- communication with clients and business partners;
- market research, feedback;
- obtaining offers from more companies etc.

11.1 Creating an e-mailing campaign

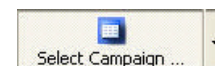
A campaign can be created in two ways:

1. From **Fast search**: right-click on company details -> **Add to** -> **Emailing campaign** -> **Create campaign**. When you save, a new campaign is created and the company selected in that moment is added.
2. From **Companies** module: right-click on the list of companies -> **Add to** -> **Emailing campaigns** -> **Create campaign**. When you save, a new campaign is created. In the same time the companies selected for the respective campaign are added.

Note: The number displayed after each campaign name represents the totality of added companies.

Displaying a group of favorite companies for E-mail Campaign

- click on the icon to the right of the text box in **Select Campaign**;
- select a campaign from the list.



Note: In case that more than 30 companies appear in campaign, you will be asked if you want to display all registrations or only an interval that you specify.

Deleting an emailing campaign

- in the moment in which a group of companies is displayed for campaign, the name of the respective group appears on the **Select Campaign** icon;
- right-click on it -> **Delete emailing campaign**.



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11.2 Settings (SMTP Server, login, specification of sender address)

SMTP Server: | Status |

SMTP Server: Port:

User Name * Threads:

Password * Pause between s

(*) Only if your server requires authentication

The long expected facility of merged e-mail automatic sending is now available. This makes possible for you to send more emails.

For the sender you have to insert your e-mail address and to configurate (optional) the SMTP server (email address and SMTP server are usually specified in the contract concluded with your Internet provider).

The setting for SMTP server is the same with the one used in Outlook or Outlook Express. Fill in with the username and the password only if the SMTP server needs a login. The username and login password on SMTP server are usually identical with the ones of your e-mail address, but they can be different in some cases. Call you Internet service provider for these details in case they are not in the contract.

By clicking on the **Server Test** button (after filling the e-mail address), the possible options for SMTP server and the status of the currently configured one will be displayed in the status window.

To send the emails, there is no need for additional programs, like Outlook.

11.3 Sending an e-mail (Click on hyperlink)

The following steps are necessary:

1. In advanced filters select that the email address could be visible in the lists

+ Company data		
- Contact		
Person	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Phone	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mobile	<input type="checkbox"/>	<input type="checkbox"/>
Fax	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web	<input type="checkbox"/>	<input type="checkbox"/>

2. Select a list of companies;
3. **Click on the company e-mail address;**

	Company	Cnt	City	Address	Email
1090	FLORIVAL CREATIV SRL	AG	Pitesti	STR. TRIVALE, Bl. 12A, Sc. A, Et. 9, Ap. 37, Cod: :	florivalcreativ@yahoo.com
1091	DESINCO TELL ANDO SRL	AG	Campulung	STR. CPT. I. BECLEANU, No. 3, Bl. C5, Sc. D, Ap. 9	desotel@gmail.com
1092	SOFINVEST 2007 SRL	AG	Mioveni	BDUL. DACIA, Bl. V1, Sc. C, Et. 3, Ap. 12, Cod: 11	
1093	TECHNIC TOOL CENTER SRL	AG	Argeselu	Et. P, Cod: 117451	center_tool@yahoo.it
1094	TECHNIC PLUS ELECTRIC SRL	AG	Pitesti	STR. GIRLEI, Bl. P10A, Sc. D, Et. 3, Ap. 12	
1095	TECOPREST COM SRL	AG	Pitesti	STR. UNIRII, No. 13, Cod: 110013	

Note: The e-mail address will be automatically copied in the **Recipient** box (**Edit/Message merge** feature).

4. Click on **Edit/Merge message** icon. The line correspondent to the recipient box will appear with grey, being automatically filled, and at **Subject** the name of the manager will be written;

5. Type the **SMTP** server data, the **username** and the **password**;

6. Send the e-mail.



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11.4 Sending more e-mails (Merge message – inserting merging fields)

The following steps are necessary:

No.	Company	Contact person	Gender	Email
1	<input type="checkbox"/> HARD INOX SA	Fazakas Attila	M	office@hardinox.ro
2	<input checked="" type="checkbox"/> ELECTROMARKET SRL	Crisan Maria	F	automatizarielctro@yahoo.com
3	<input checked="" type="checkbox"/> REXO GOLD SRL	Rusz Janos Gyorgy	M	office@rexogold.ro
4	<input type="checkbox"/> GOLDFISH SRL	Bartus Iuliu	M	office@goldfish-constructii.ro

1. Left-click on the arrow to the left of **Select Campaign** icon (on this icon, in the above image, the name of a group of favorites from the Email Campaign appears).
2. Select a campaign from the list;
3. Check the check-boxes correspondent to several companies this way:
 - **left-click on the check-box;**
 - or
 - **right-click on company name -> Check** (email addresses of selected companies will automatically appear in the **Recipient** box from **Edit/E-mail merge** window);
4. Click on **Edit/E-mail merge**. The line correspondent to the recipient box will appear with grey, being automatically filled;
5. Type **SMTP** server data, the **username** and the **password**;
6. Send the e-mails.

Additional options to send e-mails:

- multithread (the number of simultaneous connections on which emails are sent, implicitly 5);
- directly – with no need to configure an external SMTP server;
- SMTP server – through an intermediary SMTP server;

Note: Sending a great number of e-mails in only one day, may have the following effects:

- in the event the email contains a commercial offer, this may be deemed as SPAM when you don't have the recipients' consent to deliver that offer;
- sending a great number of emails with a similar content will be detected by the email servers which have spam filters, and the messages will be deleted, with no warning, before reaching the destination.



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12. Faxing Campaign module

What does Faxing Campaign module use for?

- sending fax messages individually or to more recipients;
- communication with clients and business partners;
- sending forms, market research;
- sending invitations to various companies etc.

12.1 Creating a faxing campaign

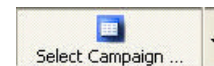
A campaign can be created in two ways:

1. From **Fast search**: right-click on company details: -> **Add to** -> **Faxing Campaign** -> **Create campaign**. When you save, a new campaign is created and the company selected in that moment is added.
2. From **Companies** module: right-click on the list of companies -> **Add to** -> **Faxing campaign** -> **Create campaign**. When you save, a new campaign is created. The companies selected for the respective campaign are added in the same time.

Note: The number displayed after each campaign name represents the totality of added companies.

Displaying a group of favorite companies selected for Faxing Campaign

- click on the icon to the right of the text box from **Select Campaign**;
- select a company from the list.



Note: In case that more than 30 companies will appear in campaign, you will be asked if you want to display all registrations or only an interval specified by you.

Deleting a faxing campaign

- when a group of companies is displayed for campaign, the name of the respective group will appear on **Select campaign** icon;
- right-click on it -> Delete **Faxing campaign**.

12.2 Settings (fax server, message, schedule)

In order to work, the module needs Microsoft Fax service to be installed on your system.

To install Microsoft Fax (Fax services) read the documentation offered by Microsoft for your operating system or consult the Internet: "How to Install Microsoft Fax site:microsoft.com"

To install and use fax services you need a fax-modem to be installed and connected to the telephone line.

Fax messages are sent directly from the computer on which the application is running (implicitly), but there is a possibility to specify the address of a dedicated fax server within your network (if there is any).



To send a fax you need to fill in with at least the recipient's fax number and the message (cover and/or attachment).



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Sender's data are used only to fill in the „Cover” form, if you selected one.
Don't fill in the address in the „Cover” template file if you do not want this to be sent.

The template file can be selected from the list or it can be created with Cover Page Editor.

In order to send the messages within the time period in which the telephone provider applies a discount, configure this in the Schedule section.

The screenshot shows two windows. The top window is titled "Cover Page" and contains a "Sender" section with fields for "Your Name...", "Title:", "Home Phone:", "Company:", "Department:", "Office Phone*", and "Sender Fax No.:". There is also an "Address:" field. The bottom window is titled "Schedule" and contains a "When:" dropdown menu set to "During low cost interval". Below this, there is a "During low cost interval" section with "Start:" and "End:" fields, each with hour and minute dropdown menus. The Start is set to H: 00 m: 00 and the End is set to H: 05 m: 00.

12.3 Sending a fax

The following steps are necessary:

1. Fill in the destination fax number;
2. Select Cover or attachment file;
3. Click on **Send fax** button.

12.4 Sending more faxes (Merge message – inserting merging fields)

The following steps are necessary:

No.	Company	Contact person	Gender	Fax	Status
1	<input checked="" type="checkbox"/> CATALINA SRL	Pislaru Catalin	M	004.0248-512.866	
2	<input checked="" type="checkbox"/> TRAIAN SA	Arabolu Ion	M	004.0248-280.351	
3	<input checked="" type="checkbox"/> EURO PARTENER INSTAL SRL	Pantalache Octavian	M	004.0348-401.622	
4	<input checked="" type="checkbox"/> TOP GLASS SRL	Ionescu Silvia	F	004.0248-274.939	

1. Left-click on the arrow to the right of Select Campaign icon (on this icon, in the above image, appears the name of a group of favorites from **Faxing Campaign**);
2. Select a company from the list;
3. Check the check-boxes correspondent to various companies this way:
 - **left-click on the check-box;**
 - or
 - **right-click on company name -> Check** (fax numbers of the selected companies will automatically appear in the **Recipient Fax** box from **Edit/Merge message** window);
4. Click on the **Edit/Merge message** icon. The line correspondent to the recipient box will be automatically filled;
5. According to the case fill the note, cover and/or attachment file;
6. Send the messages.

Note:

- Message merging can be done only in the “Note” section, which appears in cover if you inserted the keywords: [Company] or [Person].



Appendix

A. Errors (Trouble shooting)

- ✚ **USB key needs an upgrade:** the program version you installed does not correspond to the license version registered on the USB key. Use the License Upgrade tool to save the license information (file .c2v) and send this file by e-mail to office@listafirme.ro. Wait for instructions.
- ✚ **deactivated printing facility** – do the same as for the previous item;
- ✚ **other errors :** visit www.ListaFirme.ro, download section, download and install the recent update available for your program version. If the error persists please contact us on email office@listafirme.ro with details on the error, program version, the type of the operating system, the last Service Pack and your contact information.

B. Dictionary

- ✚ **box with unrolling list:** a list with more options, which will unroll down when you click on the listing arrow from the box (or even on the box).
- ✚ **field:** display area of the screen created for the user to insert data or text.
- ✚ **check-box:** a graphic element which can be activated or deactivated with left-click. Options are usually selected by checking the check-boxes. When is checked by click, it means that the program will take into account the option correspondent thereof, and when is not checked, the program will not take into account the option correspondent thereof.
- ✚ **URC:** unique registration code.
- ✚ **download:** (verb) „to download” files from a server connected to the Internet (copying files available on the Internet into a computer).
- ✚ **e-mail:** electronic mail supported by internet – similar service to mail. It’s enough to insert the recipient’s email address and your message will be sent. Besides the text with the message, files can also be sent.
- ✚ **(to) export:** the capacity of an application to send data to another application.
- ✚ **favorites** (a group of favorites): Selecting information on a set of criteria and saving them with a specific name in order to find them easier later.
- ✚ **filter:** selecting and displaying information from a database.
- ✚ **file:** a collection of data storied on an external magnetic support (hard disks, floppies or magnetic tapes, etc.) Files are identified by name and an optional name extension.
- ✚ **font:** form for a set of letters.
- ✚ **forum:** group of discussions on the internet.
- ✚ **functionality:** part of a software program which has a specific operation/function.
- ✚ **hard-disk:** one of the most important hardware resources of a computer. The information in an electronic format is storied on one or more hard disks. The hard-disk belongs to the category of internal storage devices.
- ✚ **icon:** small image, representing an object or a program.
- ✚ **(to) import:** to copy data produced by another application.
- ✚ **insertion:** data insertion.
- ✚ **installation** (of a program): operation which prepares a software pack to work on a computer. A file with the name of the program is created. The operation consists in copying the program from a CD into the file created on the computer hard disk.
- ✚ **Mail Server:** a host computer connected to the Internet, which offers e-mail services. E-mail transfer is made using SMTP protocol, and the possibility of users to download e-mails on their own computers is ensured by POP protocol.
- ✚ **modem:** device designed to connect a telephone line to a computer. It can be of two constructive types: internal and external.
- ✚ **(software) module:** part of a software program which has a specific operation/function.
- ✚ **search engine:** a module which is a part of a program (or independent program), used to access information from a database or Internet;



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- ✚ **printing:** printing with a printer.
- ✚ **program:** organized list of instructions, which, on execution, forces the computer to act in a predetermined manner.
- ✚ **(to) save / saving:** to copy data from a temporary area on a permanently storage environment.
- ✚ **script:** a list of commands which can be performed without the interference of the user.
- ✚ **to select:** to choose an object, so that it can be submitted to various program commands.
- ✚ **server:** computer or device from a network, which manages its resources.
- ✚ **SMTP (Simple Mail Transfer Protocol):** protocol used on the Internet through which e-mails sent by a user are taken over, transferred through the Internet and delivered to the host computer specified with a recipient role.
- ✚ **sorting:** organization of data in a new sequence.
- ✚ **ToolBar:** a horizontal or vertical bar used to activate the functionalities of a program.
- ✚ **ToolTip:** a graphic element which appears when the mouse slide is positioned on a certain icon, link or text (without clicking on it). The graphic element includes the name of the icon or information on the respective icon.
- ✚ **troubleshoot:** acknowledging the reasons of an error and advice to solve the problem.
- ✚ **update:** making topical the program, changing/replacing the content of a program or the content of a database.
- ✚ **upgrade:** replacing an existing program with a new version. See the definition of update term.