

integrated



minds



solutions



Campana Systems

Incorporated in 1988, Campana Systems' working philosophy focuses on user input and ongoing research and development. Our focus emphasizes long-term customer relationships and specialized industry software.

AXIS products address the changing needs of AAA/CAA auto clubs and provide a comprehensive auto club management system. An active user group, participation in strategic technology partnerships and dedication to a full-service approach, make AXIS the choice of over 38% of AAA/CAA clubs with more than 15 million members. By merging our knowledge of on-going auto club requirements with the right technology, Campana continues to provide leading edge solutions, capable of expansion and change.

The GoldCare products are industry focussed and provide a business management system dedicated to optimizing the level of care at community service and long-term care facilities.

In an industry characterized by high turnover and fast growth, Campana's 92 employees are dedicated to satisfying the needs of our clients. We are a privately held company, owned by senior management with a profitable history characterized by stability and a proven track record for delivering cost-effective solutions.

AXIS User and Working Groups

The AXIS User Group hosts annual user meetings and an executive meeting, which provide a forum for establishing short and long term goals - essentially, prioritizing development according to business needs. This cooperative strategic planning ensures the enhancement of overall system functionality continues to grow, and fosters an excellent working relationship between Campana and AAA/CAA clubs. Helping users to direct AXIS development means that Campana addresses the issues at hand. Campana considers the AXIS User Group to be a continual source of industry knowledge, and a dynamic forum for understanding the needs and trends of AAA/CAA clubs.

The AXIS Working Groups provide leadership to formulate and accomplish strategic objectives. These Groups represent the areas of Membership, Emergency Road Service, Member Relationship Management, Travel and System Administration. Their specialized technical and strategic expertise allows AXIS

Working Group members to provide guidance and knowledge on future AXIS developments and initiatives. The AXIS Working Group makes product development recommendations for consideration by the remainder of the AXIS User Group.

AAA National Office

Campana works with the AAA National Office on an ongoing basis to ensure compliance with association initiatives. Over the years, various technologies have been developed in support of association programs, including: Automotive Pacesetter's ERS Data Repository (EDR) to upload call details to the central EDR, and New Pacesetter Call Codes to provide standardized reporting via the EDR; Club Data Exchange (CDX), for inter-club membership verification and ERS call authorization; and EDS/RAP (Roadside Assistance Program) interface to integrate RAP calls with individual club's emergency road service dispatch systems.

We are also actively involved in the advancement and support of: Decision Sciences AQS # 12 survey processing; RESPONSE to handle ERS calls from AAA Mobile subscribers; Routing and geo-coding with AAA National's hosted Kivera Routing Engine; ERS Online to upload ERS call requests entered by members on the club's website, as well as ERS Call Transfer between clubs; and finally, direct populating of data obtained from client-driven features on AAA.com (join, renew membership, travel bookings, ERS requests) into select AXIS applications.

Full Service Approach

Campana gains valuable industry knowledge through continual interaction with clients. Campana incorporates this knowledge into a comprehensive operating plan that includes a broad range of products and services. Experienced staff offer consulting, product design and development, project management, installation, training, documentation, and 24-hour support services.

Strategic Partnerships

Through strategic partnerships with many organizations, Campana participates in reviewing technologies and products which can maximize operational efficiency, connectivity options and customer service. Activities such as this enable Campana to work proactively with AXIS clubs in their use of technology.

Key strategic partners:

- Cognos provides PowerPlay, the world's leading online analytical processing (OLAP) solution for e-business.
- Hewlett Packard provides the HP Integrity systems of Itanium servers on which AXIS software is run.
- IBM provides the underlying Relational Database that AXIS is built on.
- Mentor Engineering Inc. provides rugged mobile data solutions for emergency road service applications.
- Prophix Software provides flexible financial reporting and budgeting management tools that integrate with AXIS General Ledger.
- Entrinsik provides web-based, real-time reporting out of the AXIS database.
- Kore Technologies provides solutions that connect AXIS with other enterprise applications.
- MapInfo provides desktop mapping development tools.
- Softex Inc. provides OmniPass, an enterprise-wide identity and password management solution for protecting confidential information.