

The CFRA system is a database-driven application that includes secure online credit card processing, a searchable archive of all CFRA reports, and data encryption.

Users can:

- View reports by category, date, or ticker
- Purchase single reports (if not a subscriber)
- Update personal account
- contact CFRA

Bootstrap designed and developed a variety of tools to allow CFRA to easily manage the system. CFRA staff members can:

- Upload and edit reports
- Create/edit/delete subscribers
- View usage statistics by users or reports
- Broadcast e-mail notifications to users
- Review credit card transactions
- Manually execute credit card transactions
- Manage dialog with clients over time

Since the launch of the system, CFRA has been able to streamline its operations, substantially increase its subscriber base, improve customer satisfaction and find new revenue streams.

"Bootstrap's team has done a tremendous job. The site looks great, works well, and is reliable. Through partnering with Bootstrap, I have been able to grow my business, make the transition to the Internet as smoothly as possible, and very quickly realize a return on my investment."

□ □ □ □ □ -Dr. Howard Schilit, PhD
 Founder and President, CFRA

For more info see www.bootsoft.com or email info@bootsoft.com

