

In a recent demo of MH Pro! a potential customer asked me point blank, “How is MH Pro! better than your competition?”

I replied with the ideas below and he considered what I said a good answer, here I have committed it to writing.

There are many ways that make MH Pro! different from our competition. Please use these as a measurement standard for the others so you can make your own decision.

Ease of Data Entry Almost all jurisdictional data for structures, and your form data is automatically copied with the selection of a Reference Structure for the type of structure that is being designed. Structure specific data can be entered through a Protractor on Screen or with several input screens configured for ease of use: Minimal data for Quotation or complete detailed data for Design.

Powerful Customization MH Pro! developers customize our software to accommodate the unique aspects of how you do business as it relates to the Sales (with Quotation), Design, Production and Shipping processes that you use to produce precast structures that satisfy your customers. Our customers are often amazed at how detailed we can be.

Rapid Stack Generation and Validation MH Pro! uses a patented method for producing a set of “best practice stacks” for underground precast structures. This function uses data about your forms, manufacturing rules and jurisdictional data to present one to many (usually 5 or more) stacks which can be examined in plan and elevation views. When one is selected then drawings and BOM Reports can be generated for that structure or all the stacked structures in a job. No one else has anything like this. With the competitors to get a second possible stack, they must generate a new stack, while MH Pro! provides many possible candidate stacks sorted in orders defined by you. Graphic windows (Plan and Elevation views) and a Status Screen allow for validating a selected stack.

Powerful, Accurate and Helpful Graphics The detailed information that allows for automatic stacking also allows MH Pro! to produce drawings that are accurate and designed to your requirements. FBE software engineers had 30 man years of experience in drawing automation before we created MH Pro! The proof is to compare MH Pro! drawings to those of our competitors.

Tightly Intergated Support and Software Development The same people who create MH Pro! also do our customer support. A regular user of MH Pro! only uses a small subset of the total capacity of MH Pro! Training is focused on how to do the usual tasks. When there is a need for additional functionality or changes users call the MH Pro! support line and talk with a developer about their immediate need. Our “remote support” function makes it easy for us to understand your problem and to work with you to fix it. Often conversations are ten minutes or less. The majority of calls are handled quickly, but sometimes there are thorny issues (often not in MH Pro! but computer system related) that require more lengthy engagements. And there are some requests that MH Pro! cannot handle now but might in the future. And yes, there are some things that MH Pro! will never do in the foreseeable future.

Intellectual Capital Database The software developer/customer support engineers begin the process of implementing MH Pro! by extracting and organizing your important precast related data into a database specific to your company. This data is used by MH Pro!, but it is also available for you to use within your other business processes (Quotation, Shipping, Production Planning). Since MH Pro! developers and

support engineers have done over sixty implementations, we know how to efficiently gather the needed data and organize it.

Focused Business Model The business model of our competitors is different from ours. They sell you a product, give you assistance so you can make their product into a useable asset for you. That means that your people must expend time and effort doing something they have not done before to populate the system with physical descriptive data and rules. Then they must learn to use your version of the competitor's product, all on top of the work they already have laid out for them. We gather and organize your data, then train and support your people to use MH Pro! successfully. In the development and after MH Pro! is implemented we are only a phone call away to make sure that what needs to be done, is done correctly. That is why we have the testimonial letters we have on our web-site. Using this method can get you a useful system in less than two months of calendar time and with usually less than 3 to 6 days of your employees time leading to the production version of MH Pro!

Here is another way to think about what you have with MH Pro! We have invested over four million dollars in developing MH Pro! It would take at least \$2.5 million to duplicate a bare bones system like MH Pro! from scratch. You get it partially configured for you at no cost, and begin to pay 50% of your Regular Lease Rate once you commit to using MH Pro! You only pay the Regular Lease Rate when MH Pro! is performing to your requirements. So it is like you bought a multimillion dollar system, we financed it for you, and as you use it, you pay for it from the benefits MH Pro! provides. If at some point you do not need it – your obligation to pay the balance disappears. "Pretty good deal" our customers think.