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Robert Horsford

**BUSINESS
UPDATE**

I seem to have developed the habit of referring to the stock market in this article each time I write and I think it is worthwhile continuing the trend if only to mark the passage of time and business sentiment. Today, as I write, we're at 6,046 points up from 5,616 in the spring newsletter. Another 430 points northward or if you prefer a 7.7% increase. And that's after a much lower period after the PIGS European debt crisis. The market seems to be pointing toward a brighter future; bring it on!

I'm delighted to report that we're now working with three new clients since the last newsletter. Firstly, we've implemented a Residential Agency and Block Management system at Andrew Louis in Liverpool, our first client in that part of the world.

Secondly, we've implemented a Residential Portfolio Management system using our "Triangle" application at Berkeley Homes PLC's office in Twickenham. And finally we've just been instructed to implement a Ground Rent portfolio management system at Sarum Freeholders in Salisbury. So, together with our continuing client base, we've had a highly successful end to 2010 and have an excellent start to 2011.

We continue to invest very heavily in our new software products and AI Chetwode reports in the "Radar" article on progress made. The absolutely key thing for us is that Radar is now deployed live at one of our longest standing clients, Acorn estate agents. It's a frantic time when installing a brand new software product for the first time and nerves do become frayed. There has been the odd crease which has needed ironing out but in the round the new software has been better received and the implementation has had fewer glitches than we had anticipated; a pleasing result.

CML also continues to delve further in the property investment sector and I

hope to be able to report in the next newsletter of further "Triangle" (our corporate focus investment portfolio software application) implementations at new client sites. Corporate owners of investment portfolios know that information is power to act and power to act is ultimately shareholder value. And we're good at giving clients the information that they need from their data.

I write this just as we've all enjoyed Christmas and New Year so I'd like to take this opportunity to wish you a very healthy and prosperous 2011.

With best regards,

Robert Horsford
roberthorsford@cmlsoftware.com

One of CML's longest standing employees, Ben Russell, has been working with his father on a fabulous charity project in Africa. We asked Ben to write up a piece explaining what it's all about so that we could spread the word in our newsletter, here is Ben's narrative:

A Child Unheard (ACU) Foundation

A Child Unheard (ACU) Foundation is a registered charity that helps children in Africa. The ACU foundation is run by David Russell and Ben Russell, a father and son partnership. Ben Russell is CML's Project Manager; in his spare time he has set up the charity with his father to help children in Africa.

The ACU Foundation helps children in Africa by providing centres where children can be educated by qualified teachers free of charge. The centre is a safe environment where children can also play, dance and meet other children in the local community. The first ACU centre was opened in Mityana, Uganda. The land was purchased and the building was erected in March 2008. The ACU centre has really established itself in the local community

of Mityana and begun to flourish in the last 12 months. The centre now has an internet café, a music recording studio, a small library containing books donated from UK, as well as offering counselling and life skills courses for the parents of the children in the local community. The objective of the ACU Foundation is to open more centres in Africa but the ultimate objective is to open centres throughout the world. In addition to the opening of the ACU centres there are a number of other projects in the pipeline that are being developed:



1. Documentary: A documentary has been produced about the ACU Foundation; all footage in the documentary was recorded during a recent five day trip to Uganda. The documentary can now be viewed on www.achildunheard.com.

2. Book: David Russell has written and self published a book based on his own personal experiences, it is called 'A Child Unheard' and provides the foundations for the ACU Foundation

3. Music: Poems from the book A Child Unheard are being adapted and music tracks produced. Currently the music tracks are being played to numerous record labels with a view to releasing an ACU single and ultimately an album.

These are just a few initiatives that the ACU team are developing. The ACU Foundation is now actively seeking support from individuals and corporate organisations to further aid the work that the charity is doing.

To find out more information about the ACU Foundation, get involved or make a contribution towards the charity please visit www.achildunheard.co.uk or email us info@achildunheard.com.

Please help the ACU Foundation to be able to support more children in Africa if you can!

Team Profile



In this issue we are profiling Al Chetwode, who joined us in January last year...

Al is our Commercial Director and, as you'll see elsewhere in the newsletter, has been central this year to our new product development of the "Radar" project. He is also involved with our marketing, partnering and client account management. He gained a B.Sc. Honours Degree in Computer Science from Exeter University where he specialized in artificial intelligence and cognitive science, which has been followed by a 20-year career working in high tech companies.

He was a founder shareholder and director of Rave Technologies from 1996, where he spent 8 years in

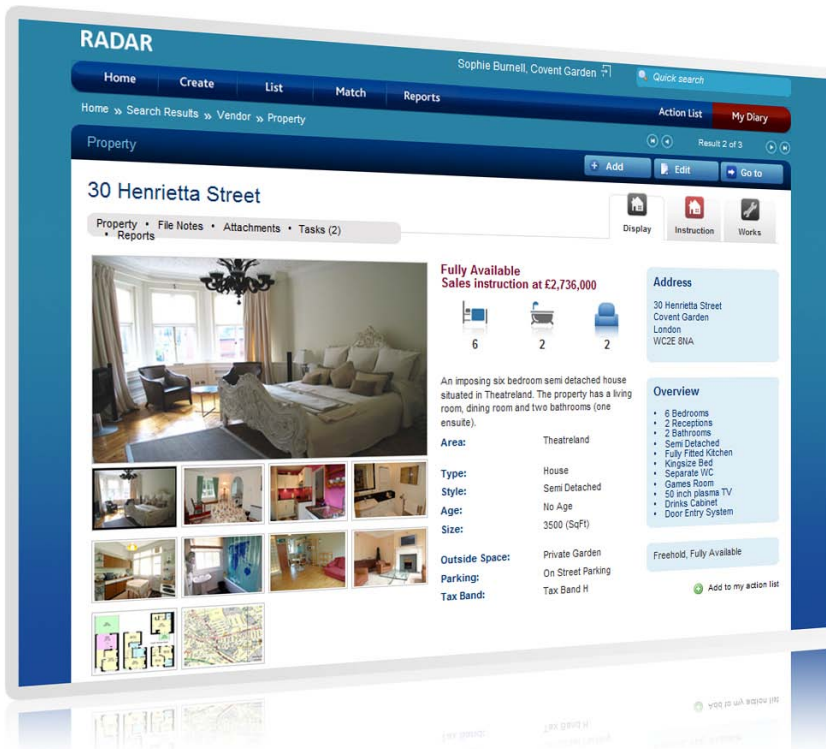
commercial and general management. The company achieved VC backing in 2000 and was subsequently sold to Northgate Information Systems in 2003. Al subsequently founded Continuum Systems in 2003, which invests in private software companies with potential, culminating in a series of software company investments (including CML of course!) which continue to thrive today.

Al took on the role of Commercial Director at CML Software as at January 2010 on a full time basis. When he is not working, he can be found standing on the side of a sports pitch supporting his very busy children, making Somerset cider, repairing stock fences or playing the drums and piano badly.

RADAR UPDATE



Radar



the technical and project management team at CML, but also with a great deal of assistance and constructive feedback from our friends at Acorn, who's support we greatly appreciate. They have been putting Radar through its paces and together this partnership is yielding very exciting results which shows the potential for significant productivity improvements to be had from combining sales and lettings data together on one integrated platform.

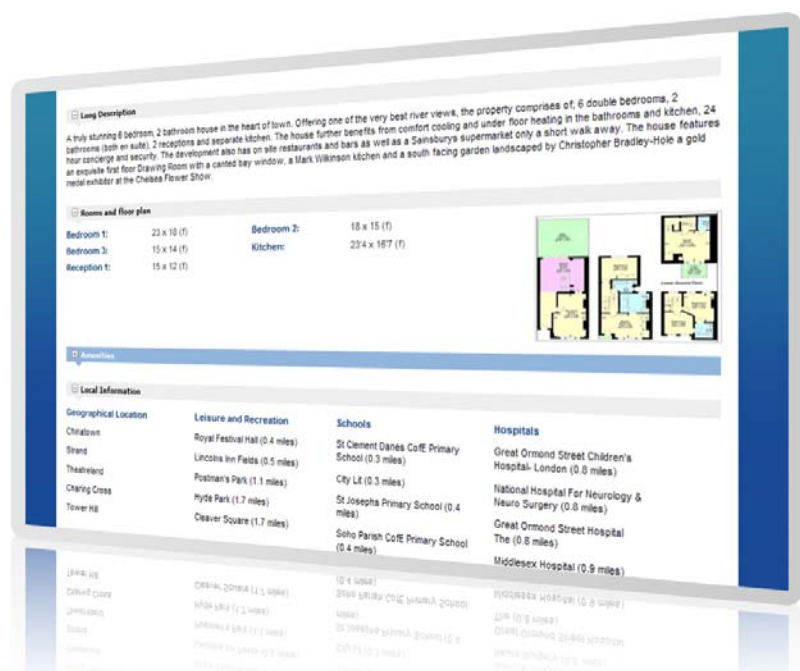
Neil Louth, Managing Director at Acorn, comments: *"We are thrilled to be taking this technology leap forward with Radar. As more and more of the agency business, and in particular the marketing, moves online we are taking advantage of the powerful new CRM features that Radar has to offer. Our negotiators are able to create virtual marketing campaigns by sending out high quality branded PDF brochures and HTML emails containing details of multiple properties to groups of many applicants at once, which gives us the power to communicate with our clients in way that was previously out of reach."*

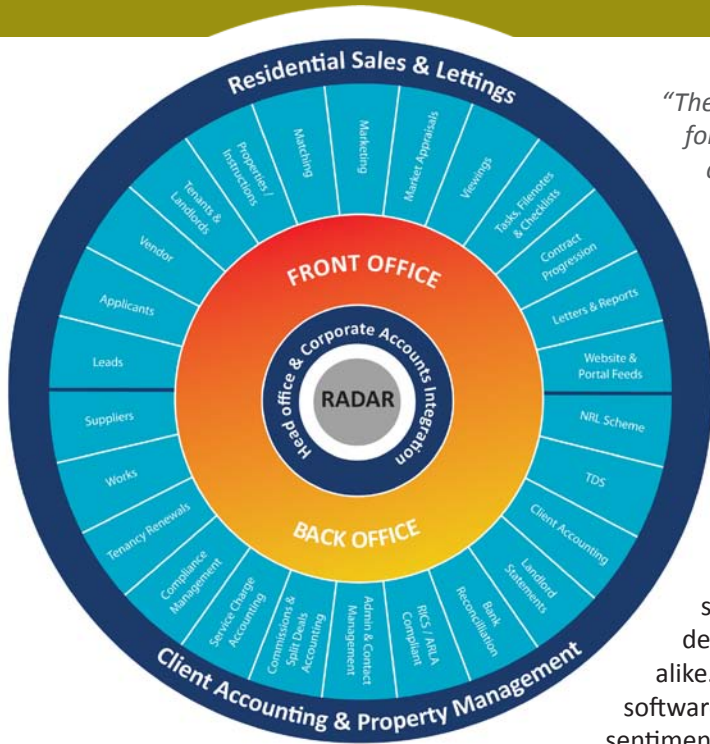
It is time to update you again on where we are heading with the Radar Front Office suite, our new web-based application for residential sales and lettings front-office staff. Radar Front Office also integrates with the latest version of our residential property management and accounting product, 'Agency Accounting'. This version of Agency Accounting will be re-branded 'Radar Back Office' when provided in tandem with the Radar Front Office suite.

meaning that there will be around 150 sales & lettings, property management and accounts staff using Radar – Acorn may be the first ever residential estate agency in the UK where all front and back office functions are completely integrated and working as one across all disciplines and business lines!

This major milestone could not have been achieved were it not for a great deal of hard work and dedication from

So, what has been happening in the world of Radar since we last updated you? Well, we have now taken the product live at its first client, Acorn, with fifteen branches in London. Training and feedback sessions were held throughout late October / early November last year, with data migration and go-live for all 15 branches in the middle of November. All sales staff are using the application as you read this. We will also be migrating all lettings staff to Radar Front & Back Office throughout January and February this year,





"The Radar user interface is simple to use and easy to pick up even for inexperienced and new staff, and CML's team have supported us closely through the process and responded quickly to issues. We have also found it to be stable and reliable... given that we are the first company to ever use the software we were expecting some significant downtime especially at the start, however there has been no outages since we went live which has been a pleasant surprise."

"We very much look forward to continuing this journey through to its ultimate conclusion, the 'joined up estate agency' of the future is here now!"

The list of people to thank would not be complete without mentioning the plethora of very varied comments and suggestions made during the course of this year when we have demonstrated Radar at length to existing clients and prospects alike. We continue to invest heavily in the development of the software and many of the changes we are making reflect market sentiment expressed to us during our 'grand tour'. All in all we are very excited by the possibilities and prospects that Radar presents.

In terms of functionality whilst it would take up too much space to explain every amendment that has happened recently, we have listed below some of the major developments that have changed the product for the better:

- **TASK MANAGEMENT** – this functionality has been extended to make it much closer to the “co-ordinator” familiar to users of current CML software packages. In the same vein Radar’s file notes have been brought into line with our other products, including the ability to attach files and emails and send file notes out as emails.
- **LETTER POINTS** – Radar will automatically prompt users to print specific letter types triggered by certain events, such as to confirm an appraisal appointment, to follow-up after an appraisal, to confirm receipt of an instruction, changes of listing price, offers made/accepted/rejected, change of solicitor details, contract exchange etc.
- **EMAIL & SMS REMINDERS** – Radar will send out automatic email and/or SMS reminders for market appraisals and viewings at specified time periods.
- **PORTAL LEADS** – leads that come in to each branch from portals such as Rightmove will appear automatically in a holding area of Radar to be reviewed and registered/discarded as appropriate.
- **INSTRUCTION LOG** – this allows the user to list major events relating to properties (such as price changes, changes to property descriptions or photos, instruction becoming available or withdrawn, going under offer, put back on the market, etc). These events can be listed between time periods and for selected branches, so that any changes can be reviewed with a view to printing out new sets of details as required.
- **CHECKLIST / FILE NOTE INTEGRATION FOR CONTRACT PROGRESSION** – this allows users to use a combination of checklists and file notes together for contract progression through one single, simple to use user interface.

I hope that you have found this update interesting, and I would be delighted to come and show you how Radar has progressed in person.

Al Chetwode,
Commercial Director.

A CML cake!

Colin Hayes was a key member of the CML team involved with the implementation of CML systems at Andrew Louis this autumn. On a recent follow up visit he was presented with a “CML cake” by Mary Manning from the Andrew Louis team. Receiving a home-made cake from a client is a first for CML; thank you Mary!

