Top 10 Objection Categories and Responses:

1. Security: "Is the Mi-Forms solutions safe and secure?"
    a. Form templates are encrypted to prevent tampering
    b. 128-bit data encryption on the *Mi-Forms* client
    c. Client-Server communication encryption via HTTPS
    d. All data is time-stamped and logged to the originating user
    e. Full document history handled by the *Mi-Forms Server*
    f. Provides an added layer of security to existing HIPPA etc. programs.

2. Hardware: "What hardware do I need to take advantage of the *Mi-Forms* solution and how can I afford it?"
    a. Leasing options allow customers to bundler software, hardware, and services into one low monthly payment.
    b. We also work with several hardware partners that can sell and recommend the best solution
    c. We also provide advice:

3. Usability: "Is *Mi-Forms* easy to use and user-friendly? My people are used to pen and paper."
    a. Pen on tablet is essentially the same work flow as Pen on Paper. UNC study shows that "Tablet PC and digital pen were statistically equivalent to conventional pen and paper in initial data entry speed."
    b. We have contacts that provide mobile training such as Eagle Productivity Solutions.
    c. We also have a network of partners that specialize in software integration for particular industries. We can find someone that will meet your specific challenge.
    d. We have been in business since 1999 and have done implementations in numerous vertical industries from healthcare to financial services.
    e. *Mi-Forms* is infinitely customizable to meet the needs of any situation and any end-user.

4. Price: "How much does it cost and how can I justify that price to my boss?"
    a. Look at ROI calculations. Productivity improvements such as revenue per employee, Accounts Receivable turnaround and Quality of care will improve.
    b. 1st year support is included in initial license fee.
    c. Comparatively speaking the Mi-Co solution is relatively inexpensive. Customers who have already invested in an EMR, CRM, ERP, etc. understand the value software represents.

5. Need for Hardcopy: "I still need to have a hardcopy or a receipt as a backup, can *Mi-Forms* satisfy this requirement?"
    a. Digital Pen solution keeps paper in the equation
    b. *Mi-Forms* can be setup to send an e-mail receipt to the user
    c. Users can be outfitted with a mobile printer.

6. Connectivity: "Do my users need to be connected to the internet at all times, how do they connect with my back-end system when they are out in the field?"
    a. Implementation question: Customer can invest in always connected solutions or setup periodic network access workflow.
    b. *Mi-Forms Server* supports automatic synchronization out of the box.

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7. <u>Verification:</u> "How do you ensure that the data collected is accurate, what about errors in the hand-writing conversion?"
   a. Several safeguards designed into the software: *Forms designer* verification rules, constrained print recognition, 98.5% accuracy for alpha and 99.5% for numbers
   b. Software can still be customized to send the documents through a review process

8. <u>Compatibility:</u> "Is *Mi-Forms* compatible with my back-end database?"
   a. VB.Net scripting gives the *Mi-Forms* unlimited customization to support any back-end system and any type of workflow.
   b. *Mi-Forms* also supports numerous types of export data: XML, CSV, TIFF, PDF, JPEG, BMP, WAV.

9. <u>Design:</u> "I want my forms to look the same way they do on paper, my users don't want to write solely in constrained text boxes."
   a. Users don't want the final form to be in constrained text boxes: We can customize the system to output the data in more conventional forms for more intuitive presentation.
   b. We also provide 4 ways to input data on the Tablet without the constrained blocks.

10. <u>Forms Transfer:</u> "How do I transfer my existing forms over to the *Mi-Forms* solution?"
   a. We have numerous partners that can provide this service
   b. We can provide this service directly – best in with a low number of forms
   c. We can train customer users on the *Forms Designer* so that they can transfer the forms themselves
   d. We are developing a relationship with Texcel to incorporate their forms bridge technology. This will allow for quick and easy form transfers.