



[www.AXISforAutoClubs.com](http://www.AXISforAutoClubs.com)

- **AXIS Travel** provides you with a single consolidated booking record that captures itinerary and payment information from multiple sources and generates a single client itinerary and receipt. It also includes many tools to help you efficiently manage your travel business, including group inventory, agent scheduling and task tracking as well as extensive customer profile database to support your MRM initiatives.
- **AXIS Emergency Road Service** is an automated dispatching system that leverages advanced technologies such as GPS to locate members and service vehicles, and provide timely service to your members, Roadside Assistance Partners and commercial customers. Location mapping, routing tools and auto-notification of ETAs are just some of many time-saving features available to users.
- **AXIS Point-of-Sale** provides your club with a single system solution to manage the daily operations and transactions of your branches, call centers and website, including Medical Insurance, Reservations and Traveler's Cheques. Auto Touring and Sundry (merchandise, attraction tickets, passport photos, etc.) tracking and replenishing are automatically managed via the integrated Inventory and Purchasing applications.
- **AXIS Financials** integrates with the above AXIS toolkits to ensure accurate Accounts Payables, Accounts Receivables and General Ledger at auto clubs while improving efficiency and streamlining operations. Financials eliminates the re-entry of accounting data and allows front-line edits to provide accurate entries.

**Integrated Solutions. Integrated Minds.**

**Campana**  
SYSTEMS INC.

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**Campana**  
SYSTEMS INC.



## Corporate Overview

### About Us

Campana Systems Inc. is an international leader in information solutions for the auto club and health care industries. Since 1988 we have helped our clients achieve their ongoing business objectives using our in-depth industry knowledge and trusted business solutions.

Our employees are dedicated to continually meeting the evolving needs of our clients. This dedication has helped build a global reputation based on solid support, trust and unsurpassed customer relationships.

**Campana**  
SYSTEMS INC.

# Overview

## Campana Systems Inc.



AXIS provides AAA/CAA auto clubs with an integrated suite of business and information management solutions. Our versatile products, extensive auto club industry knowledge and service-driven mindset are just some of the reasons why 39% of AAA/CAA clubs use AXIS. The AXIS suite of products consists of Member Relationship Management, Travel, Point-of-Sale, Emergency Road Service, Membership and Financial toolkits, many of which can be deployed as robust standalone applications, or combined to create a fully comprehensive solution.

“ We hold them in the highest regard. They’re very professional, very thorough, and respond to the users very well. They are the most solid software vendor that I’ve ever used.

”  
– Edith Martel  
Vice President Internal Audit  
CFO Kentucky Region, AAA East Central



## For the changing face of care GOLDCARE

GoldCare provides healthcare professionals with a versatile and comprehensive solution to manage the many aspects of community, residential and continuing care: client/employee management, clinical administration, scheduling, financials, reporting and more. GoldCare’s intuitive web-based interface and built-in help tools enable healthcare providers to quickly and efficiently manage information.

“ I have been very impressed by Campana’s willingness and effort to work with us. Their dedication to meeting our needs has been invaluable.

”  
– Jennifer Herman,  
Projects Manager,  
Family and Nursing Care, Maryland



Serving Two Distinct Industries; Achieving One Common Goal: Building Integrated and Versatile Information Solutions.

### Delivering Information Solutions Truly Designed with the User in Mind

The co-operative relationship we enjoy with our AAA/CAA clients allows us to work closely together to develop solutions based on versatility, security, integration and ease-of-use. Our User and Working Groups are just some of the ways we collaborate with our clients to identify their strategic business goals and deliver solutions that not only meet those goals, but also provide long-term, sustainable benefits.

### Personalized, Hands-on Service Every Step of the Way

We value, and strive to uphold our reputation for providing exceptional customer support and personalized service. Our industry expertise allows us to offer a wide range of products and services that support every stage of implementation and system use: consulting, product design and development, project management, installation, training, web-based guides, 24-hour support services, remote systems monitoring.

AXIS, a division of Campana Systems Inc., has been a trusted partner of AAA/CAA auto clubs for over 20 years. Our knowledgeable staff and commitment to industry advancement allow us to develop integrated and cost effective solutions for our clients. Likewise, our proven track record, company stability and low staff turnover ensure AXIS will continue to provide auto clubs with exceptional solutions and services for many years to come.

AXIS consistently meets club expectations and their evolving needs while keeping with current AAA Standards. Our high level of customer satisfaction is due in part to the active participation of the AXIS Working Groups to identify club requirements. The AXIS

User Group enjoys a co-operative relationship with Campana, collaborating in a unique development process which merges user insight with industry knowledge and technical expertise.

### All the right tools. One convenient package.

AXIS offers a comprehensive suite of products designed specifically for the AAA/CAA clubs. Our solutions are categorized into the following business areas:

- **AXIS Member Relationship Management (MRM)** delivers the analytical and operational MRM tools you need to gain a 360° view of your members and build stronger relationships with them. Capture a wide range of information about members through client feedback and contact systems. Use database marketing to analyze extensive data about members from multiple sources, and identify individuals for targeted promotions, or use dialog topics to direct CSRs to relevant opportunities.
- **AXIS Membership** allows you to tailor components to meet your club’s membership needs, including flexible coverages, billing and billing messages, payment options and incentive tracking. Self-serve options allow members to create, renew and maintain their membership via the Internet. All business line activities are tracked, including those with affinity partners, which gives you a complete view of member activity.