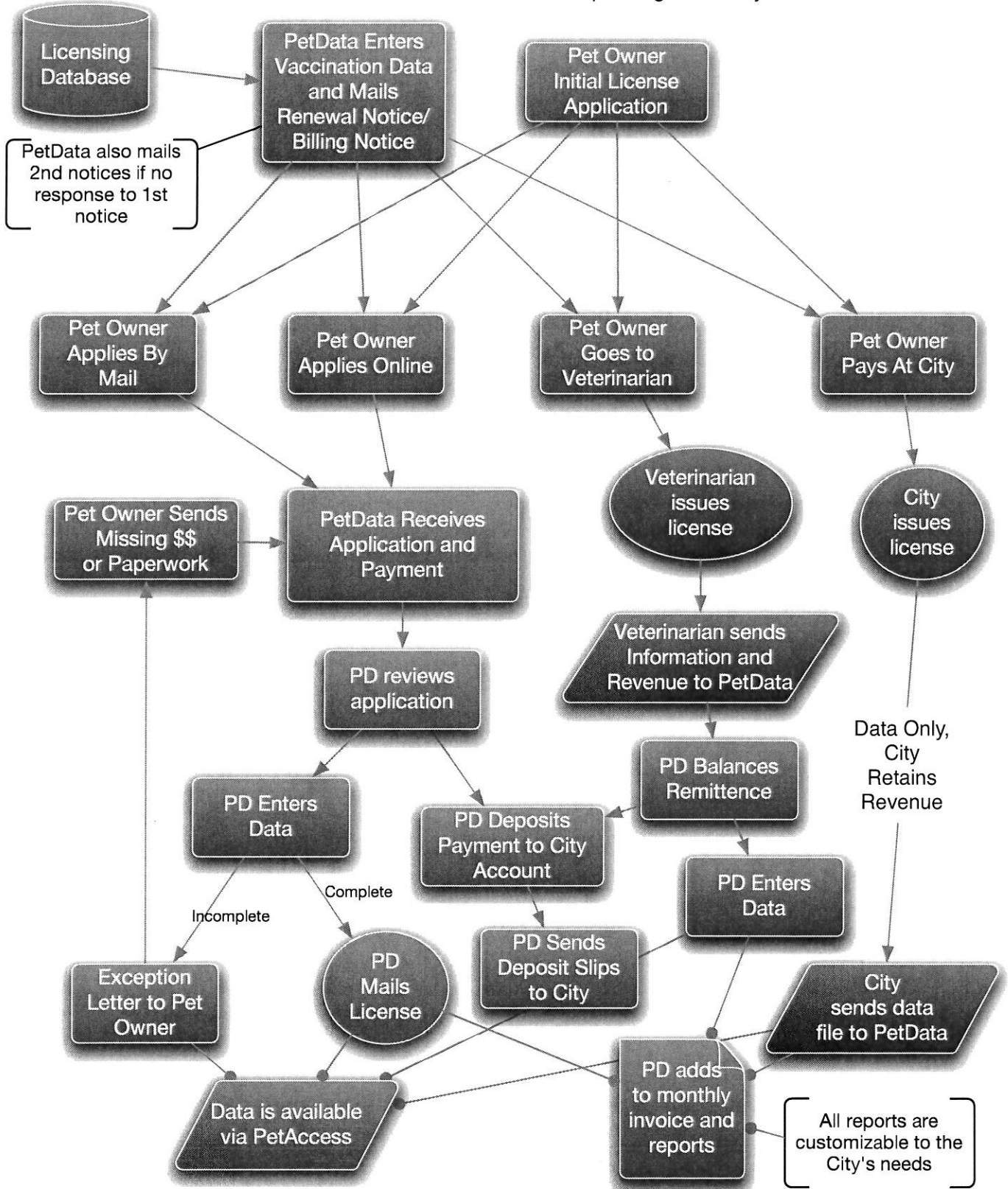


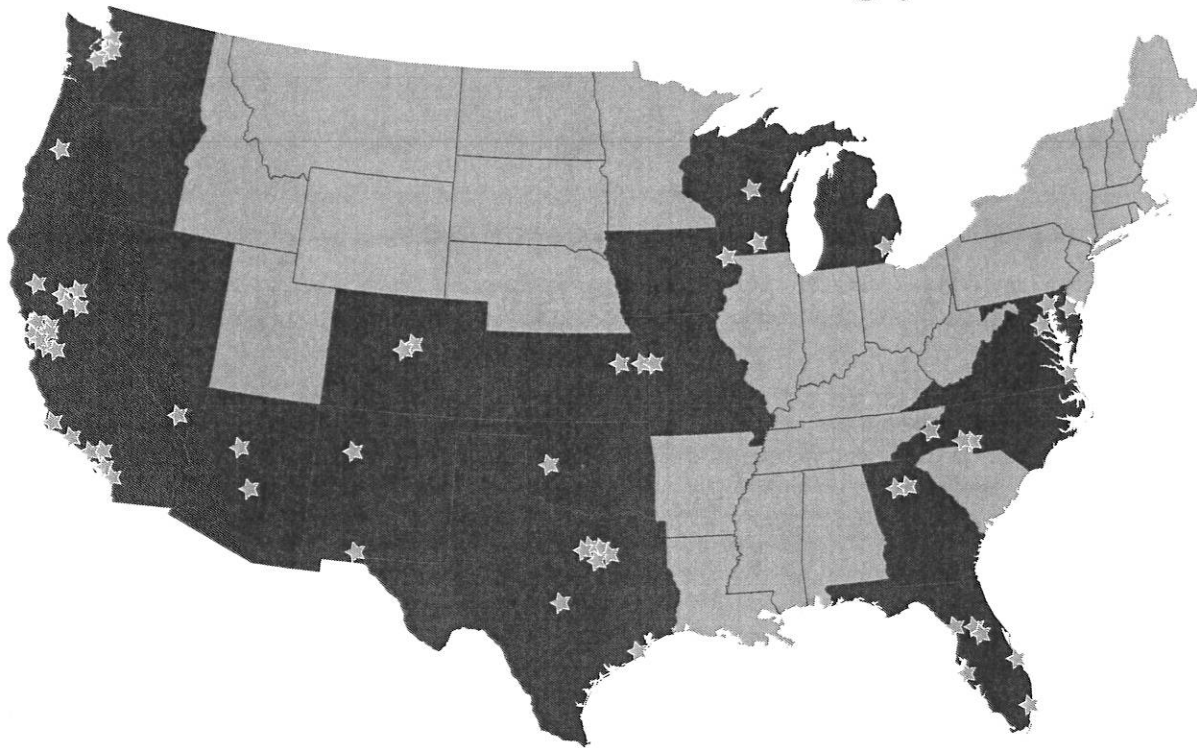


Animal Licensing Process Chart

All License payments are made payable to City of Norman
 Chart assumes PetData depositing into a City-owned Bank Account



PetData is The Nation's Only Full-Service Animal Licensing provider



Clients Include:

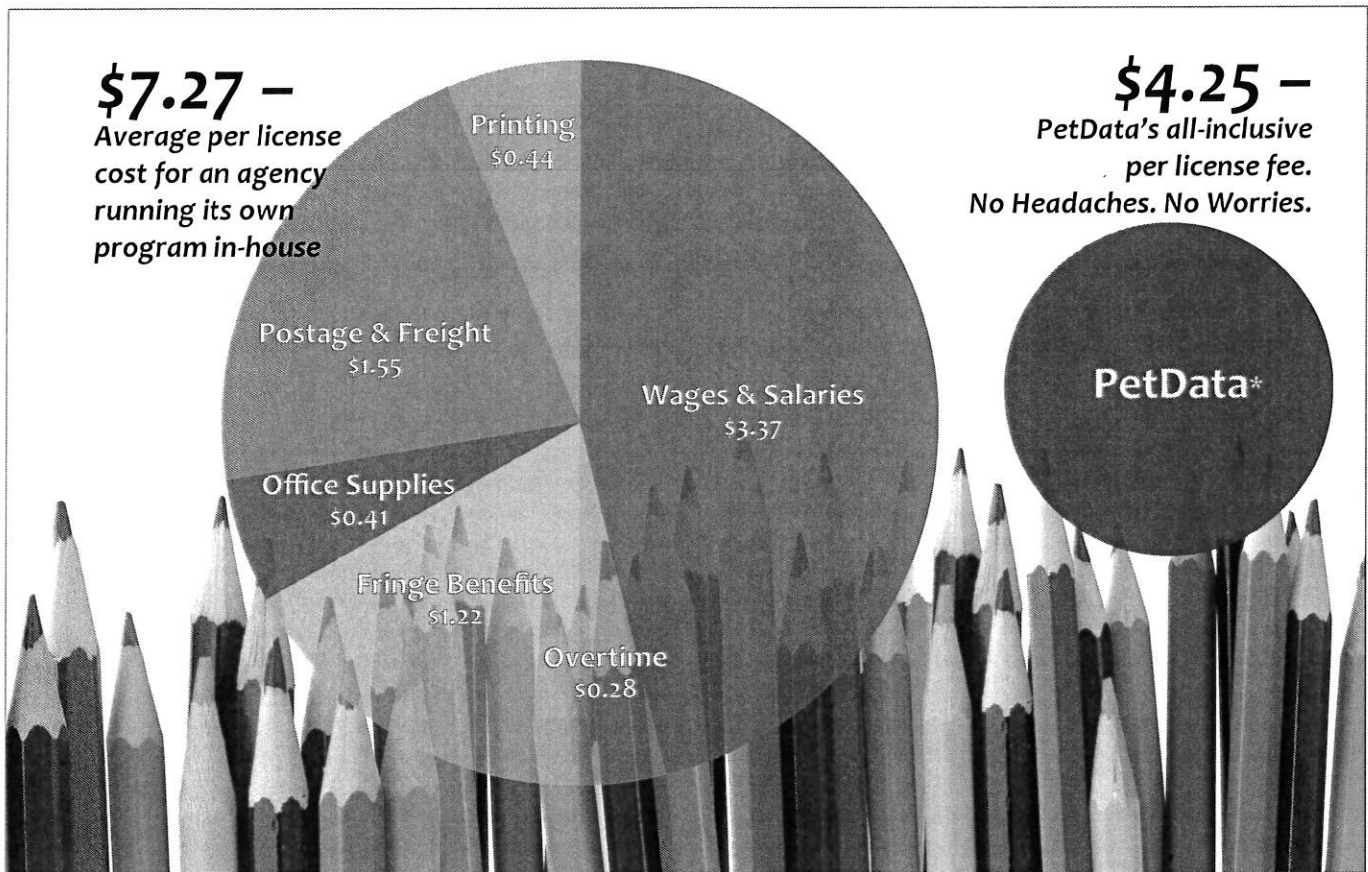
Albuquerque, NM
Alexandria, VA
Antioch, CA
Apache Junction, AZ
Asheville, NC
Auburn, WA
Baltimore, MD
Bothell, WA
Cedar Park, TX
Charlotte-Mecklenburg County, NC
Culver City, CA
DeKalb County, GA
State of Delaware
Denver, CO
Dubuque, IA
Edmonds, WA
Elk City, OK
Eugene, OR
Foothills Animal Shelter -
Jefferson County, CO
Fort Pierce, FL

Frisco, TX
Fulton County, GA
Gilroy, CA
Hernando County, FL
Highland Village, TX
Irving, TX
Kansas City, MO
Lake County, CA
Lake County, FL
Lakewood, WA
Las Vegas, NV
Lenexa, KS
Manatee County, FL
Matthews, NC
Mesilla Valley, NM
Morgan Hill, CA
Nevada County, CA
Newport Beach, CA
Oakland, CA
Palm Beach County, FL
Placer County, CA

Plano, TX
Prescott, AZ
Rocklin, CA
Roseville, CA
San Clemente-Dana Point, CA
San Luis Obispo, CA
San Mateo County, CA
Santa Barbara, CA
Seminole County, FL
Solano County, CA
Southern Brazoria County, TX
Sterling Heights, MI
Sunnyvale, CA
Topeka, KS
Torrance, CA
University Park, TX
Virginia Beach, VA
Waunakee, WI
Weston, WI

**Handling accounts from across the nation,
PetData is equipped to manage all your animal licensing needs
while increasing revenue and compliance.
To learn more, call 800.738.3463 or visit petdata.com**

Save 25% or more by outsourcing to PetData!



Plus you get all of these extra benefits at no additional cost!

- Professional onsite call center and customer service for your citizens
- Secure 24/7 access to licensing data via PetAccess
- Agency staff time can be reallocated for other important services
- Increased revenue from licensing
- No fee to accept donations from citizens when they purchase a license
- Online tag search
- Online licensing for pet owners via PetLicense
- Customized website
- Customized forms
- Customized phone greeting

*All license fees based on a single year animal license. PetData's per license fee is based on single-year contract commitment at current rate. Discounts may apply for for multi-year contract commitment.

Just a few of the services PetData provides...

Data Entry

- Enter data - new applications
- Enter data - renewal notices
- Enter data - vaccination information
- Update database for changed addresses
- Update database for deceased animals

Database & Web Site Services

- Transfer data to/from client's database weekly
- Provide secured access to online database
- Validate addresses to USPS standards
- Update and maintain Response Rate Report
- Customize/upgrade internal licensing software
- Prepare Enforcement list for clients

Printing & Supply Purchases

- Purchase envelopes for renewal notices
- Purchase return envelopes
- Purchase envelopes for tags
- Purchase tag receipts
- Purchase office supplies
- Print tag receipts
- Print and prepare tag receipts for citizens
- Print 1st and 2nd billing cards
- Print 1st and 2nd renewal notices
- Provide licensing supplies to veterinarians
- Provide marketing materials to veterinarians

Customer Service

- Answer citizens' calls
- Respond to citizen emails
- Communicate with veterinarians
- Establish and maintain customized web site
- Establish and update auto-attendant
- Provide online licensing option via PetLicense

Mail Processing

- Process incoming licensing mail
- Process mail returned to PetData by Post Office
- Process "No Renewals"
- Process replacement tags
- Process online credit card transactions
- Scan every check and prepare deposits
- Prepare letters for incomplete applications
- Process vaccination reports from veterinarians
- Process tag sales reports from veterinarians

Postage and Mail Expenses

- Mail preparation for 1st and 2nd renewals
- Mail preparation for 1st and 2nd billings
- Mail preparation for exception letters
- Mail preparation for tags
- Postage for 1st and 2nd renewal notices
- Postage for 1st and 2nd billings
- Postage for exception letters
- Postage for tags
- Fold and insert notices and return envelopes
- Mail refunds for duplicate & overpayments

Management

- Oversee personnel
- Manage inventory
- Prepare analysis reports
- Design custom reports as needed

Overhead Costs

- By hiring PetData, you also reduce direct costs, such as salaries, benefits, insurance, overtime, and indirect costs such as computers, printers, telecommunication expenses, and personnel hiring and training expenses.

....And all for one low price!

