

Technically Speaking...

An Inside Look into Our Technology Services Group

When providing service solutions for today's technology-savvy retail industry, proactive innovation is critical. As a law firm, we feel a particular responsibility in this regard as, for many, law firms are not generally thought of as, technologically advanced.

However, as our clients can attest, Palmer, Reifler and Associates, PA is certainly an exception to that perception. Investing robustly in technology has always been integral to our mission of enhancing the quality and productivity of our civil recovery services on behalf of our clients. We are certain this has been a major factor in our success as a firm.

Today, we have a dedicated group of information technology professionals at the firm who ensure we continually evaluate and incorporate the latest and greatest technology has to offer. Each member of the firm's IT staff brings their unique set of skills and expertise to the table every day. As a result, our IT team is skilled in a variety of disciplines, including

- Web applications,
- Data security,
- Reports,
- Database management,
- Networks,
- Phone systems,
- Technical support, and more.



Gary Hinden

Information Technology Administrator

As the firm's IT administrator, Hinden's responsibilities include administrating the IT department and its staff, managing and securing our computer networks and telephone systems, and consulting and developing proprietary computer applications.

Prior to joining the firm in 1995, Hinden spent twenty-one years in design and development of custom software applications. Upon his arrival, he was responsible for designing, programming, and implementing one of the country's first civil recovery collection software.

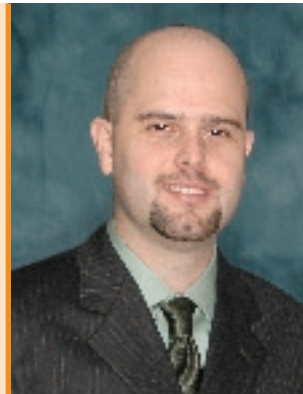


Jonathan W. Frenk

Senior Project Manager

Frenk serves as the IT's senior project manager. He oversees all major IT projects, researches latest technology and management trends relative to the retail industry, and is a key proponent in the firm's strategic planning committee.

With twenty years of experience spanning from software development to project management, Frenk has proven to be vital to the advancements in technology for the firm. Since his arrival in 2006, he has managed several key projects for Palmer Reifler.



Leoraul Torres

Information Technology Software Developer

As the firm's IT software developer, Torres plays a major role in developing custom proprietary applications, specializing in creating web and desktop applications, building and maintaining our intranet services, and more. In addition to his daily responsibilities, Torres serves as a database administrator and supports IT requests.

Torres brings to our firm ten years of knowledge on information systems. Prior to joining Palmer Reifler in 2005, he worked for a private telecommunication company and various institutions within the Puerto Rico government.

You May Not Expect Your Civil Recovery Law Firm to Be a Leader in Technology—Maybe You Should

The law offices of Palmer, Reifler and Associates announce the launch of another component to our exclusive technology suite: **PalmerPortal**.

PalmerPortal

Connecting You to Excellence

Through this secure on-line portal, clients will be able to:

- View reports,
- Check on cases,
- Enter cases,
- Report payments received, and
- Contact their account manager.

PalmerPortal links our clients to the information contained in our robust, SQL-based case management system, ERS.NET. Our revamped case management system allows us to hold more cases, collect more information, develop web applications, interface with client's systems and third-party case management systems, and provide more comprehensive reporting to clients. Don't be left out in the dark when it comes to the status of your collections.

Here Are Some Additional Examples of Our Technology Innovations

PalmerPay was launched several years ago, and the results have been impressive for our clients. An opposing party too embarrassed to discuss their transgression can go to a dedicated secure site and get answers to frequently asked questions and settle their claim automatically. We are able to process credit cards, debit cards, and ACH payments. After a successful transaction is made, our system generates an automated receipt

PalmerPAY.com

The Flexible Payment Solution

for the opposing party to keep for their records. As a law firm, security is a top priority; thus we have utilized the highest level of VeriSign certificates to protect all parties involved.

Palmer-AOC delivers automated outbound calls to opposing parties across the world. It is integrated with our database, and is used as a reminder of upcoming or missed payments, as well as to open up direct lines of live communication with those that have not been forthcoming on their claims. We have partnered with the largest providers in the industry, and as a result, we have access to the latest technology, a nearly limitless calling capacity, and the highest call quality available. Our strategy utilizes personalized campaigns and techniques designed to reach the right person, with the right message, at the right time.

PalmerAOC

Effective Automated Outbound Calling

PalmerWeb is a new way to reach out to smaller clients that may not have a centralized loss prevention department. It allows them access to information on civil recovery, and it can provide them with a collection tool usually only available to larger centralized retailers. To small businesses, even minimal theft can noticeably affect the bottom line. PalmerWeb was created as a tool to allow these businesses the opportunity to recover these losses. Don't let your business be damaged by the effects of theft—test drive PalmerWeb today.

PalmerWeb.com

Loss Recovery Made Simple

The expectation of working with an attorney is sound judgment, secure communication, and a favorable outcome. The expectation of working with Palmer, Reifler has been consistently high recovery levels. However, the requirements of the clients include increased recovery levels and the ability to view data in an efficient and secure way. Technology provided that answer, and Palmer, Reifler has invested in what is required to meet the growing needs of their clients. ■

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