

WHAT IS CLAIMED IS:

1. A business support method implemented by a computer system including a server that provides marketing activity data and a terminal having an input unit, an output unit, and a storage unit and that processes the marketing activity data obtained from the server,

the method comprising:

the terminal

displaying on the output unit the marketing activity data delivered from the server and acquiring at the input unit details of the marketing activity data,

transmitting to the server a calculation request including the details and obtaining a calculation result at the server when the details acquired at the input unit include certain predetermined items, and applying a predetermined calculation algorithm to the details to obtain a calculation result when the details do not include the predetermined items, and

storing the calculation result obtained at the server or the calculation result acquired at the terminal in the storage unit in association with client identification information acquired at the input unit and displaying the calculation result on the output unit; and

the server

receiving a calculation request including the details from the terminal, applying a predetermined calculation algorithm to the details to obtain a calculation result, and returning the obtained calculation result to the terminal.

2. The business support method according to claim 1, wherein

the terminal

stores in the storage unit, in association with the client's identification information, information of the

acquired details and the obtained calculation result acquired at the input unit and transmits to the server the information stored in the storage unit together with the client's identification information, and

5 the server

receives the information and the client's identification information transmitted from the terminal to store in the storage unit and sends a storage destination address of the information to a client terminal, and

10 receives from the client terminal an access request specifying the storage destination address, and returns to the client terminal the information stored in the storage destination address.

15 3. The business support method according to claim 2, wherein

the terminal outputs to the output unit information for confirming whether or not there is an intention to transmit the calculation request to the server when the details acquired at the input unit include the predetermined items and transmits the calculation request to the server when an intention is confirmed at the input unit.

25 4. The business support method according to claim 3, wherein

the server delivers to the terminal as the marketing activity data product description screen data divided into a plurality of frames, the terminal

30 displays at the output unit the product description screen data that is delivered from the server,

writes supplementary information on the product input at the input unit to a tag form display object,

35 displays in a predetermined frame the displayed object, stores in the storage unit in association with the

client's identification information the supplementary information indicated by the display object displayed in the predetermined frame, together with the acquired information, and

5 transmits to the server together with the client's identification information the information stored in the storage unit and the supplementary information; and the server

receives the information as well as the supplementary
10 information and the client's identification information from the terminal to store in the storage unit, and sends the storage destination address of the information and the supplementary information to the client terminal of the client, and

15 receives from the client terminal an access request specifying the storage destination address, and returns to the client terminal the information and the supplementary information stored at the storage destination address.

20 5. A business support system comprising:

a server that provides marketing activity data; and
a terminal having an input unit, an output unit, and a storage unit, and which processes the marketing activity data obtained from the server,

25 wherein the terminal is configured to:

display on the output unit the marketing activity data delivered from the server and acquiring at the input unit details of the marketing activity data;

transmit to the server a calculation request including
30 the details and obtain a calculation result at the server when the details acquired at the input unit include certain predetermined items, and apply a predetermined calculation algorithm to the details to obtain a calculation result when the details do not include the predetermined items; and

35 store the calculation result obtained at the server or

the calculation result obtained at the terminal in the storage unit in association with client identification information acquired at the input unit and displaying the calculation result on the output unit; and

- 5 the server is configured to receive a calculation request including the details from the terminal, apply a predetermined calculation algorithm to the details to obtain a calculation result, and return the obtained calculation result to the terminal.

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WHAT IS CLAIMED IS:

1. A business support method implemented by a computer system including a server that provides marketing activity data for financial products and a terminal having an input unit, an output unit, and a storage unit and that processes the marketing activity data obtained from the server,

the method comprising:

the terminal

displaying on the output unit the marketing activity data delivered from the server and acquiring at the input unit details of the marketing activity data,

transmitting to the server a calculation request including the details and obtaining a calculation result at the server when the details acquired at the input unit include certain predetermined items or an intention to transmit the calculation request to the server is confirmed at the input unit, and applying a predetermined calculation algorithm to the details to obtain a calculation result when the details do not include the predetermined items and an intention to transmit the calculation request to the server is not confirmed at the input unit, and

storing the calculation result obtained at the server or the calculation result acquired at the terminal in the storage unit in association with client identification information acquired at the input unit and displaying the calculation result on the output unit; and

the server

receiving a calculation request including the details from the terminal, applying a predetermined calculation algorithm to the details to obtain a calculation result, and returning the obtained calculation result to the terminal.

2. The business support method according to claim 1, wherein the terminal

stores in the storage unit, in association with the client's identification information, information of the acquired details and the obtained calculation result acquired at the input unit and transmits to the server the information stored in the storage unit together with the client's identification information, and
the server

receives the information and the client's identification information transmitted from the terminal to store in the storage unit and sends a storage destination address of the information to a client terminal, and

receives from the client terminal an access request specifying the storage destination address, and returns to the client terminal the information stored in the storage destination address.

3. The business support method according to claim 1, wherein the server delivers to the terminal as the marketing activity data product description screen data divided into a plurality of frames,
the terminal

displays at the output unit the product description screen data that is delivered from the server,

writes supplementary information on the product input at the input unit to a tag form display object,

displays in a predetermined frame the displayed object,

stores in the storage unit in association with the client's identification information the supplementary information indicated by the display object displayed in the predetermined frame, together with the acquired information, and

transmits to the server together with the client's identification information the information stored in the storage unit and the supplementary information; and

the server

receives the information as well as the supplementary information and the client's identification information from the terminal to store in the storage unit, and sends the storage destination address of the information and the supplementary information to the client terminal of the client, and

receives from the client terminal an access request specifying the storage destination address, and returns to the client terminal the information and the supplementary information stored at the storage destination address.

4. A business support system comprising:

a server that provides marketing activity data for financial products; and

a terminal having an input unit, an output unit, and a storage unit, and which processes the marketing activity data obtained from the server,

wherein the terminal is configured to:

display on the output unit the marketing activity data delivered from the server and acquiring at the input unit details of the marketing activity data;

transmit to the server a calculation request including the details and obtain a calculation result at the server when the details acquired at the input unit include certain predetermined items or an intention to transmit the calculation request to the server is confirmed at the input unit, and apply a predetermined calculation algorithm to the details to obtain a calculation result when the details do not include the predetermined items and an intention to transmit the calculation request to the server is not confirmed at the input unit; and

store the calculation result obtained at the server or the calculation result obtained at the terminal in the storage

unit in association with client identification information acquired at the input unit and displaying the calculation result on the output unit; and

the server is configured to receive a calculation request including the details from the terminal, apply a predetermined calculation algorithm to the details to obtain a calculation result, and return the obtained calculation result to the terminal.