

sfCRM

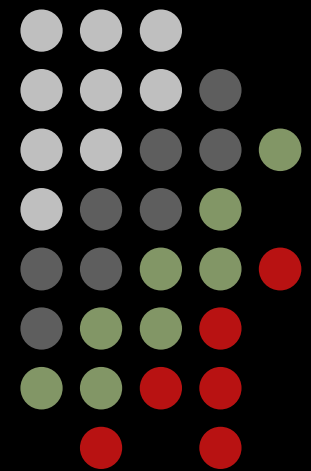
**CRM System for Small/Medium
Businesses**

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Simple. Reliable. Efficient.



Agenda



Challenges facing SMB enterprises



sfCRM – Smart Solutions to Big Problems



sfCRM Promise

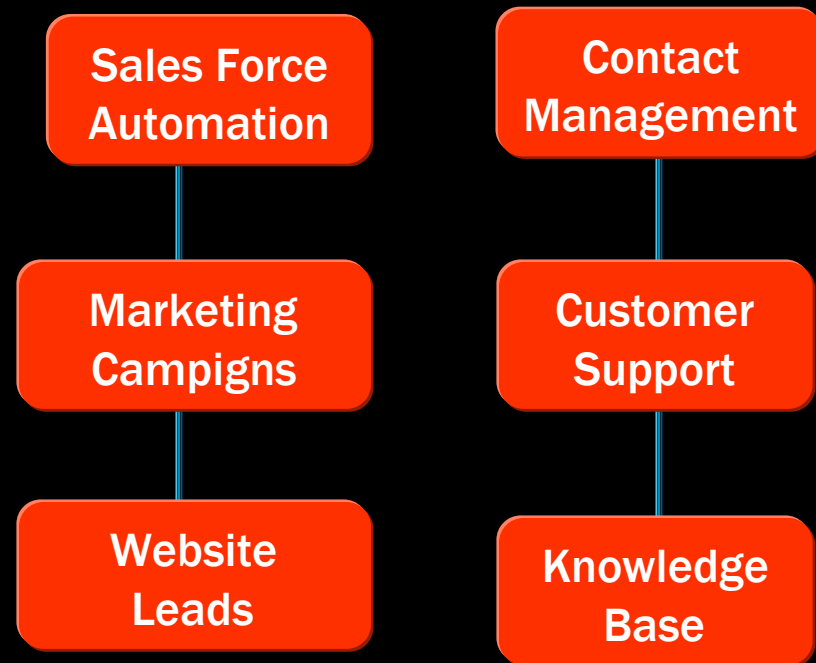
Challenges facing Small/Mid businesses

- **High Stakes & Expectations:**
 - End customers are demanding
 - Customer satisfaction is key to revenue and profitability
- **SMB Market Outlook**
 - Competition from peers and larger competitors
 - Minimal barriers to entry
 - IT Key to success in the marketplace
- **Spiralling IT Costs**
 - Manpower costs for installation, deployment and support is expensive
- **Remote Office/Outside Sales/Support reps**
 - Difficult to manage and support

sfCRM – Complete CRM for your Small/Mid Business

sfCRM

- ✓ Rapid Impementation – up and running in 2 days
- ✓ Installed in-house using ordinary Windows /Mac/ Linux PC's
- ✓ Configured, administered and maintained in-house
- ✓ Rich Functionality to MSCRM, Salesforce.com
- ✓ 24 x 7 browser access



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Easy Customization/Administration

- Simple, easy to use Administration
- No computer/knowledge skills required
- In-built backup facilities simplify day to day operations
- Easy 5 minute upgrade
- Extensive user and administration online/print manuals

Rapid Implementation

sfCRM

2 days or less*

1. Install sfCRM: 5 minutes
2. 2.Train the Trainer Program: 4 hours
3. 3.Migrate/Customize: 4 hours
4. 5.Train Users: 4 hours

Start using the system: Day 2.....

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* - Planning and Preparation of migration data, creation of picklists etc – estimated 1 day

In-house Deployment With Centralized Database

sfCRM

- ❖ Installs on any Windows/Linux/Mac PC in 5 minutes
- ❖ No Software Stack needed
- ❖ Zero footprint Client: Internet browser access
- ❖ Included Centralized database: All customer data in in-house sfCRM server
- ❖ Inbuilt backup routines provided

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Superior Functionality

sfCRM

- **Sales Force Automation – Manage pipeline forecasts by rep, dates (week, month, quarter)**
- **Contact and Collaboration: Track Contacts, record interactions (emails, calls, etc) view calendars**
- **Customer support: Manage helpdesk, track service activity,**
- **Marketing Campaigns: Setup campaigns (email, letter, tradeshow), import leads, verify campaign productivity**
- **Customer SelfService: Online knowledge base, customer portal for self-service**

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sfCRM Promise

- ⊙ Migrate existing sales and customer data to sfCRM
- ⊙ Up and running in 2 days
- ⊙ Simple, easy to use en
- ⊙ ROI in 3 months
- ⊙ Guaranteed sales/service productivity
- ⊙ Direct Support for pre and post implementation including training

For More Information

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