



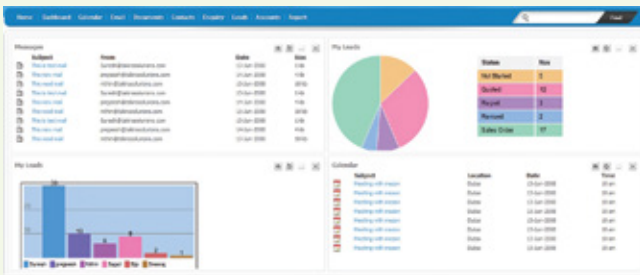
"An Extra hand for your Marketing and Sales Force"



Customer relationship management (CRM) is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—primarily sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service.

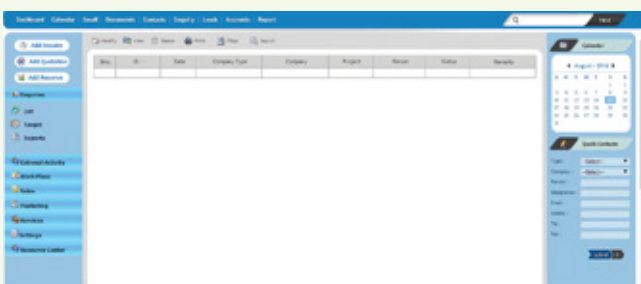
DASHBOARD

The opening page AntrixCRM is user friendly, user defined with graphical presentation and user priority.



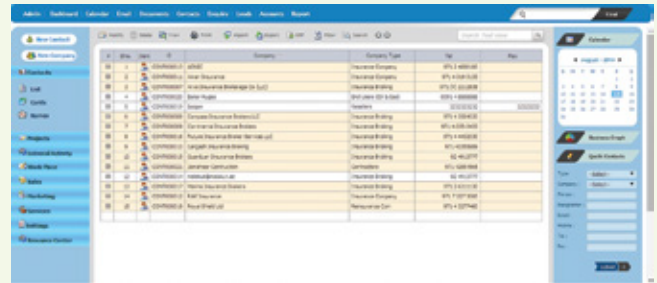
ENQUIRY MANAGEMENT

Sales may be regarded as the lifeblood of a business, but if your enquiry processes are not tightly controlled you will be losing business without even the opportunity to present your proposition. We have proven and established processes to help you reduce the risk of losing new business and help you identify which channels are effective and which require further investigation. Management has greater control, awareness and focus which lead to efficient and effective use of available resources resulting in increased sales and team motivation. In addition Management can decide what action needs to take place to improve performance.



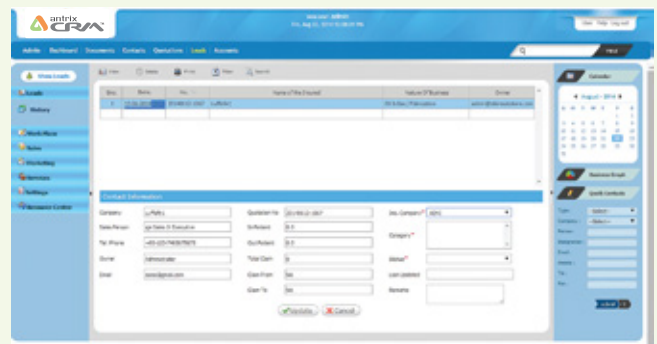
CONTACTS MANAGEMENT

Contacts information's are available in following formats - List / Card / Name etc. User can either upload or enter the new contacts and upgrade to leads. A detailed data entry screen is available for feeding contact information.



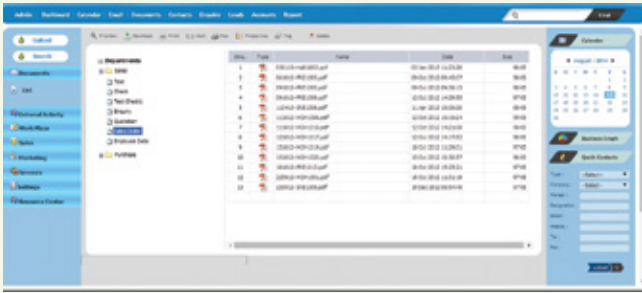
LEAD MANAGEMENT

Lead Management is a term used in general business practice to describe methodologies, systems, and practices designed to generate new potential business clientele, generally operated through a variety of marketing techniques.



ACCOUNT MANAGEMENT

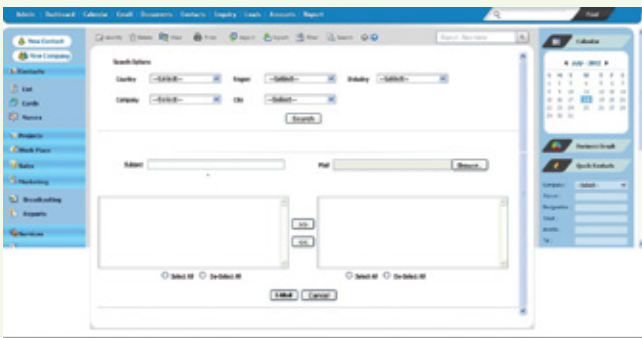
When a customer status upgraded to sales order, the contact (Leads) will move to account, with full information including PO Value.



After Sales Service Management module deals with after sales activities like Delivery / collection and Service etc.

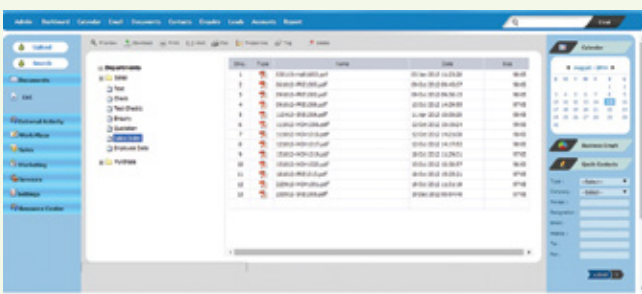
EMAIL BROADCASTING MODULE IN MARKETING

At the time of creating a user, admin has to provide the right to have access to the particular user



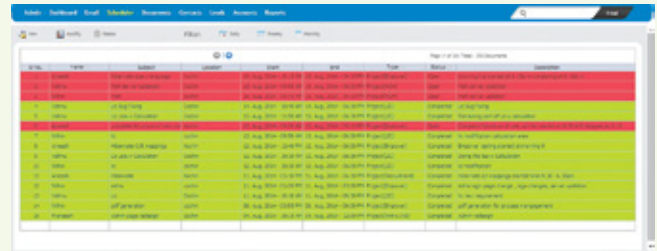
DOCUMENT MODULE

Well-defined document section users can View the entire uploaded document as per the privilege. The documents can be Viewed / Download/ fax/ email/ Share/ Version control etc. Documents Module furnished with an Indexing module Upload and well informative Search engine including OCR.



TASK MANAGEMENT AND EVENT MANAGEMENT

Task management and event management will give a platform for all sort of Task and Event management. This module is well defined and easy to use.



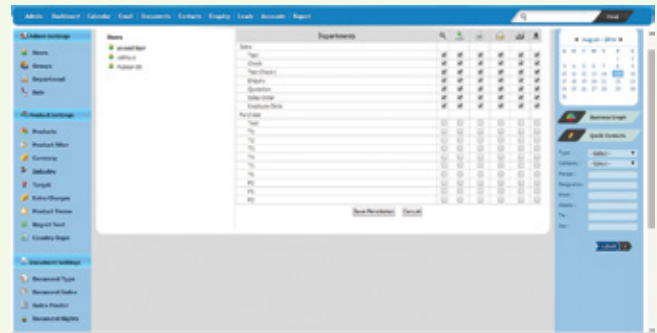
REPORTS

Reports cover all actives within the application, precise and detailed reports are available as per the user levels.

POWERFUL ADMINISTRATION TOOL ADVANTAGES

AntrixCRM is provides a tool to Easy to admin user friendly and powerful. While creating admin can define the access privileges this is classified in to read, print, download, share, email, fax etc, Reports in graphical presentation. No user License, browser based, emails integration, Fax integration.

Highly flexible and secured application.



TECHNICAL HIGHLIGHTS

- Powerful Java Based application
- Rock solid Linux back end
- MySQL Database
- Apache web server.
- User friendly web Interface.
- Integration with existing Back office software application

COMMERCIAL HIGHLIGHTS

- No user License
- No need for Server License.
- No hidden Charges
- Drastic reduction in your cost for automation.
- Multi user and Multi location
- Flexibility to implement department wise.

Pro-environment – Paperless Office
Save Trees – Totally Green

