

# CRM System



SuperOffice CRM is a flexible and scalable CRM solution offering rich functionality within Sales Force Automation, Marketing Automation, Office Automation, CRM reporting and analysis.

## ■ Office Automation

- Generation and archiving documents
- Integration to web pages
- Synchronization with wireless devices
- Integrates seamlessly with MS Office, Outlook/Exchange, Lotus Notes and Smartsuite, StarOffice and other office automation tools.

## ■ Document Management

Integration to virtually any document management system (DMS) through plug-in architecture.

## ■ Workflow

SuperOffice CRM supports the definition of pre-defined procedures, processes and methodologies. This provides the user with a clear perspective as to the status of a sales opportunity, marketing campaign or project.

## ■ Industry Solutions

Available in various industry solutions including: manufacturing/distribution, automotive, legal, insurance, public services, financial, pharmaceuticals, consulting services and building construction.

## ■ Customer Panorama

Ability to bring relevant information from all your systems together providing a complete picture of the customer within the SuperOffice user interface resulting in a 360 degree view of your customer relationship.

## ■ Business Intelligence

A range of standard and tailored reporting capabilities within activity management, opportunity management, campaigns, projects, etc. For data analysis capabilities, SuperOffice offers TARGET, a powerful business intelligence solution with a pre-defined CRM data warehouse model.

## ■ Implementation and Education Services

A full range of services related to SuperOffice CRM solutions are available. The SuperOffice CRM Implementation Method is a custom designed methodology based on 14 years of experience.

## ■ CRM Application Framework Developer Tools

Available for partners and customers to build enhanced and customized solutions.

## ■ Customer Data Integration

SuperOffice meets business critical synchronization demands through the CRM Application Framework. A comprehensive set of tools are available to suit individual needs as well as a number of pre-defined link modules.

## ■ Integration and Customization Services

Exclusively offered by certified SuperOffice Partners.

## ■ Portals and eBusiness

SuperOffice CRM offers the ability to integrate seamlessly into various portal solutions, including intranet, extranets and customer portals.