

USE THE INTERNET AS YOUR NETWORK



Many CRM systems are web enabled versions of standard PC systems. Why is Business Builder different?

Because speedy Return On Investment is the key to a successful CRM implementation, and NOTHING is as easy to implement and fast to start you getting the benefits of professional CRM as a true web based system. The usual way to move this type of project forward is

1. A 30 - 40 minutes consultation and you state the commercial requirement.
2. We project a payback period on the investment from benefits to be gained, and tell you how much it costs.
3. We carry out a detailed requirements spec to help you understand how Business Builder will help you develop your business and list any customisation you need.
4. We configure your system off site and you start using the system on the web.

It's as easy as that...

Key Features:

- ✓ Immediate deployment across the World with nothing to install on any site.
- ✓ There is no "hidden" PC hardware requirement, system is accessed from anywhere in the World with simply browser access to the internet.
- ✓ No hidden PC software requirement (unlike Terminal Server access to PC based CRM systems).
- ✓ Nothing to install on your PC server, no on site installation, so you are up and running faster, so faster ROI (payback on investment).
- ✓ Data is stored on the web, no remote synchronisation issues, ideal for multi site access to databases. VPN's still have data on a server and STILL allows reps to have an instance of your data.
- ✓ Direct link into our other web based systems.
- ✓ Incoming or outgoing E-mail can be linked from and to Outlook, Groupwise etc.
- ✓ As no data is downloaded, security for sales forces is far better than synchronising laptops (which hold copy of the data on the laptop).
- ✓ The System can be accessed from handheld devices and standard mobile telephones for client contact and product of interest info, saving laptop and synchronisation licence costs.
- ✓ Business Builder has been built from the bottom up to work via the internet rather than being a modification of PC based technology. This makes it faster to use both for system access and Reporting which is designed to work via the web, so reports are unlikely to crash your server (unlike many modified PC to web systems).



Business Builder manages every aspect of the sales process via the web then exports confirmed orders to legacy systems: Customer and Prospect Contact, Marketing Campaign Management, sales force and telesales control, Order Pipeline management, Inbound Call Centre, and the system can be linked into Outlook/Groupwise so all dialogue is tracked. Our order pipeline screens allow statistical calculation of the likelihood of closing orders quote by quote.

Core benefits

- Predictable costs, no hidden costs like Terminal Server licences
- Easy to set up, nothing to install.
- Excellent security - 128 bit encryption.
- Access from ANYWHERE with internet browser.
- Access from mobile devices.
- Fast payback on investment.
- Easy linkage into Legacy Systems including Office.