



WEB CRM ONE

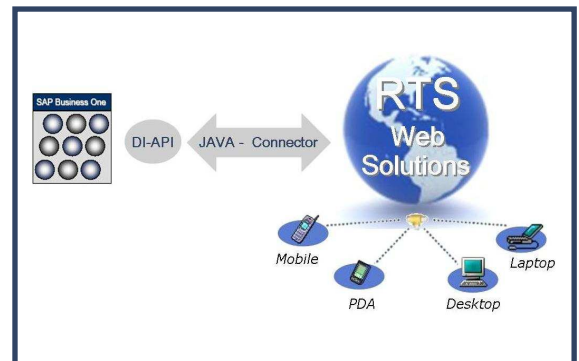
SAP® Certified
SAP Business One Integration

Customer Relationship Management and Sales Force Automation for SAP® Business One
In office or offsite, all the information you need, easily and quickly.

WEB CRM ONE is the first product in Italy to obtain SAP-Certified integration with SAP Business One. It is an easy to use and flexible solution which allows you and your company staff to get any information for taking the best decisions, increasing the success of sales and providing high quality customer service. Designed for the management of the marketing and sale activities, the solution is based on Web architecture that allows you to use it in internal environment (intranet) or in an external one (extranet). This web solution allows you to work wherever you are, in your office or offsite. You will have updated information about customers and products thanks to a direct connection with the corporate database based on the *https* protocol to ensure maximum security. Fully integrated with *SAP Business One*, the WEB CRM ONE module is also available as *on-demand* solution ensuring updates, data security and assistance 24 hours a day without any installation and configuration costs.

BENEFITS

- ❖ Inserting and updating of customer data, creating quotations and sales order, planning activities and monitoring sales opportunities wherever you are through a simple remote connection.
- ❖ Fully integration with *SAP Business One* to ensure always updated information in real time to you and your company staff.
- ❖ Integration with *Microsoft Outlook* to enable synchronization and sharing of contacts, calendar and activities.
- ❖ Budget management for sales person based on customers and/or items.
- ❖ Integration of SAP Business One workflow process for documents approval.
- ❖ Management of promotional campaigns and marketing activities directly related to the sales process.
- ❖ Integration with *Google Maps* for displaying the addresses of customers and/or appointments and for calculating and optimizing the travel itinerary.



Through a simple remote connection you get the right information, at the right time, in the right place.

WHO

- ❖ Managers and sales managers for keeping under control the activities of their sales force; for monitoring the evolution of business opportunities and for evaluating the fulfilment of the objectives assigned to individual agents, sales persons and / or commercial areas.
- ❖ Agents and sales persons for managing all the information relating to customers and leads even when they are offsite; for having an updated situation of their customers by displaying open and expired credits; for monitoring the progress of their trade negotiations from the first contact to the final order; for creating documents online; for planning activities and for monitoring the fulfilment of their business objectives.
- ❖ At the marketing team for inserting and managing advertising campaigns webmail and keeping clients and partners up to date with business initiatives, discounts and launch of new products or services.

WHY

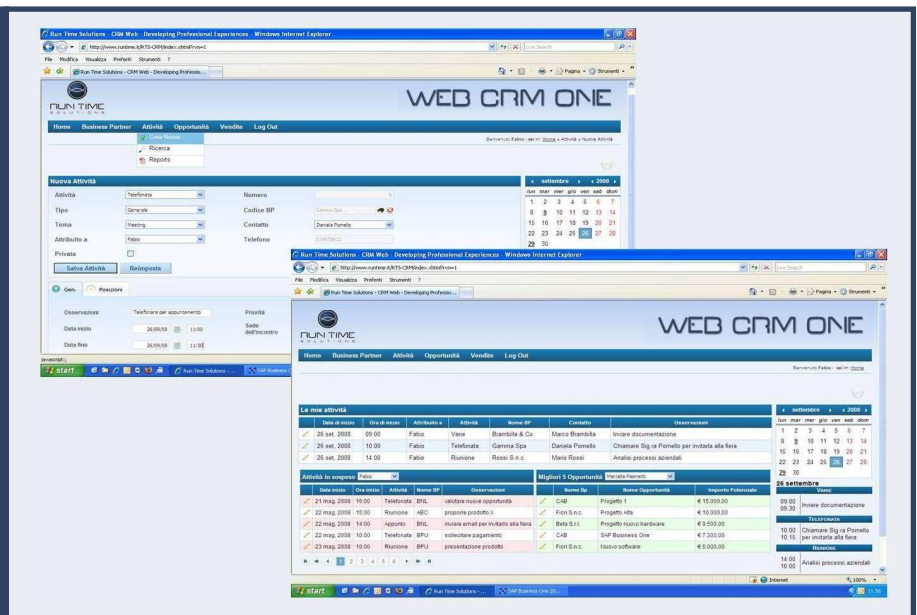
- ❖ Improves communication by making enterprise data sharing and management easier.
- ❖ Makes sales force and marketing team more efficient and effective optimizing the performance.
- ❖ No need for data duplication because it interfaces directly with the corporate database through a secure connection.
- ❖ Accessible from anywhere in the world through any Web browser.
- ❖ Fully scalable solution allows to grow with the size and needs of business.

HOW

- ❖ Through a web interface to allow you to work wherever you are, in your office or offsite.
- ❖ With innovative features, fast, simple and reliable and with an user-friendly interface, so easy and intuitive to use.
- ❖ Ensuring the security and confidentiality of data using the *https* protocol and through the management of access and display information according to the permissions granted.
- ❖ No software or hardware to buy with the solution *On-demand*.

Technology

- ✓ Fully Web-based and 100% Java
- ✓ Manage secure access and display information according to user permissions
- ✓ Portability and scalability due to XML technology
- ✓ User-friendly interface
- ✓ Fast and reliable thanks to AJAX, JSF, Jasper Report technologies
- ✓ All of the major application servers are supported (JBoss, WebSphere, Tomcat)
- ✓ Modular architecture (On-Demand solution, database sync)



SAP Business One

PARTNERSHIP

RUN TIME Solutions is supported by important partnership for the realization of solutions for business success:

