



WEB CRM ONE 2.0

INTELLIGENT & SOCIAL BUSINESS SYSTEM

SAP® Certified
SAP Business One Integration

Customer Relationship Management and Sales Force Automation for SAP® Business One.

The CRM new era: “Intelligent” to analyse and act wherever and whenever, “Social” to interact with one’s own clients even through the most popular social network.

WEB CRM ONE 2.0 is the first Italian product to have obtained the SAP certification for the integration with SAP Business One. It is a flexible and user friendly solution, allowing the management of your commercial organization, providing your marketing and sales team the tools to improve the productivity, allowing you to find new clients, managing the whole sales process in short time and building profitable relations with one’s own clients through many channels, social network included. WEB CRM ONE 2.0 is based on a Web architecture, to allow its use both in internal environment (internet) and in external one (extranet). It allows you to work wherever you are, both in your office and offsite. You will always have updated information on customers and products thanks to a direct connection with the company database, based on the https protocol, warrantee of the highest security. WEB CRM ONE 2.0 allows the creation of customized research to make various typologies of analysis and provides a dashboard that revolutionizes your ways to manage business. That makes the Web CRM ONE 2.0 the first **Intelligent & Social Business System** for SAP® Business One.

BENEFITS

- ❖ Completes the integration with *SAP Business One* to guarantee you and your company personnel, updated information in real time.
- ❖ Inserting and updating clients' data, creation of quotations and sales orders, managing activities and monitoring ongoing opportunities wherever you are through a simple remote connection.
- ❖ It helps you finding new prospects, taking part in conversations in the most popular Social Network and creating new ways of communications.
- ❖ Sales budget management for each agent based on clients and /or articles.
- ❖ Workflow process integration defined in *SAP Business One* for the approval of documents.
- ❖ Promotional campaigns and marketing activities directly linked to the sales process.
- ❖ Georeferencing through the integration with *Google Maps* allowing you to visualize clients' addresses and/or appointments to calculate and optimize routes.
- ❖ Thanks to the powerful SuperQuery tool, it is possible to carry out very customized researches, expanding and revolutionizing the access to your data.



WHOM IT IS ORIENTED TO?

- ❖ To managers and sales responsible, to keep under control the activity of their sales force, to constantly monitor the evolutions of the company opportunities and to evaluate the achieving of goals assigned to each agent, sellers and/or commercial areas.
- ❖ To sellers, to manage all the information relative to clients and prospects wherever they are, in office or offsite, to always have at their disposal an updated vision on the situation of their clients, visualizing the outstanding and expired payments, to monitor the developments of their commercial negotiating starting from the first contact to the final order, to create documents on line, plan the activities and monitor the achieving of commercial goals.
- ❖ To the marketing team, to insert and manage promotional webmail campaigns and to always up to date clients and partners about commercial initiatives, special deals and launches of new products and services.

WHY?

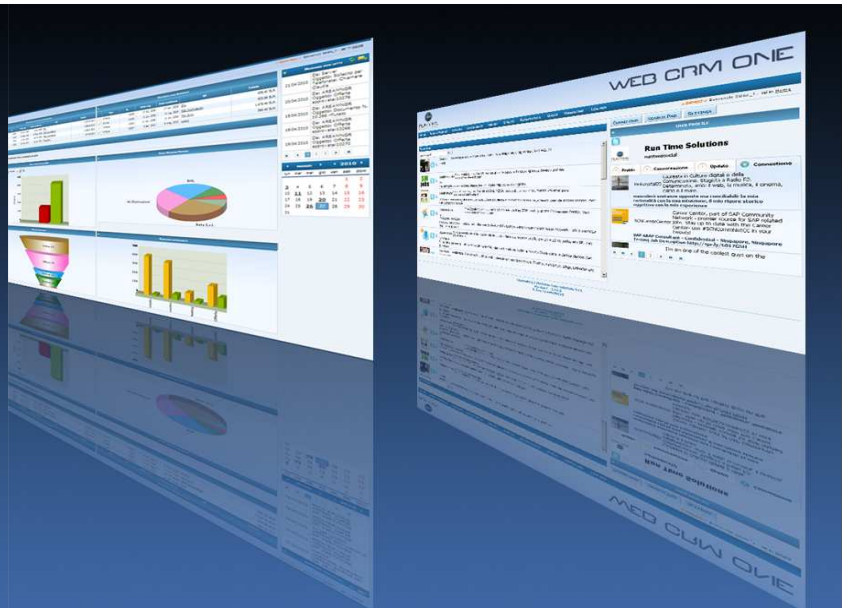
- ❖ Improves communication, making simpler the sharing and the management of company data.
- ❖ Allows the improving and developing of sales force and team marketing, thus optimizing the commercial results.
- ❖ There is no need of data duplication because it directly interfaces with the company database through a secure connection.
- ❖ It is accessible from whichever part of the world through whichever Web browser.
- ❖ Completely scalable, allows the continue growing up of the business dimensions and the company needs.
- ❖ It allows the tracking of all the activities and relations in most popular Social Network and the sharing of them with the whole commercial team.
- ❖ It allows the building of customized lists on any data typology to identify the needed information in a simple and intuitive manner and make immediate actions on it.

HOW

- ❖ Through a web interface, allowing you to work wherever you are, both in your office and offsite.
- ❖ Through innovative, simple, quick and trustable modalities and functionalities and through a user-friendly interface.
- ❖ Assuring the security and privacy of company data, thanks to the use of the *https* protocol and to the accesses management and visualization of information according to allowed permits.
- ❖ Expanding and empowering SAP Business One thanks to the innovations introduced in the first Intelligent & Social Business System.

Technology

- ✓ Fully Web-based and 100% Java
- ✓ Accesses management and visualization of information according to allowed permits.
- ✓ Fully scalable thanks to the XML technology.
- ✓ Quick, user-friendly and graphic interface thanks to the use of AJAX, JSF and Jasper Report.
- ✓ Major application server supported (JBoss, WebSphere, Tomcat)
- ✓ Integration with the most popular Social Network thanks to the innovative RTS technology and Social Media Service.



SAP Business One

PARTNERSHIP

RUN TIME SOLUTIONS is on important partnership for the realization of successful solutions for enterprises:

