



WEB CRM ONE 2.0

Add-on Marketing Module

SAP® Certified
SAP Business One Integration

Multichannel Messaging for SAP® Business One

A powerful direct marketing tool to send custom messages on multiple channels

Multichannel Messaging is a module of **WEB CRM ONE** designed to send custom and professional messages on multiple channels like e-mail, SMS, Fax and Social Network (Twitter, Facebook, LinkedIn), helping the company to **maintain loyal relationships with its customers over time**. Every Sales and Marketing Manager or even individual vendor has an objective to focus on: Be able to communicate simultaneously with current clients and potential ones. The goal then is to enable in a simple and intuitive way the customized direct marketing based on customer profiles. This module allows, from a predefined list, to send a message to all recipients and consult the delivery message relation as well as read confirmation notice by recipient. The composition of a message will be possible starting from a predefined model (Message template) or by a composition of free content using dynamic fields, or fields related to a contact (or lead). It's also possible to attach existing documents in CRM Web One or from file system within the message. Once the message was sent, it will be possible to consult delivery message relation and verify if every single message was read and at what time (depending on the channel that is intended)

ADVANTAGES

- ❖ To establish different direct marketing strategies creating **custom messages according to the target customers profile**.
- ❖ Database contacts segmented and defined by target list based on their profiles and corporate communication objectives
- ❖ To establish a **digital corporate identity** thanks to creation of message models (Message Template).
- ❖ Verify which messages arrived effectively at its destination (**delivery notification**).
- ❖ See who's opened the e-mail, who's clicked and on which links in your e-mail, allowing you to understand what are the contacts that are interested and have an immediate redemption of success / failure of transmission.
- ❖ Establish an authorization flow when you send a message in order to ensure a correct and consistent corporate communication.
- ❖ Organize deferred mail sending establishing date/ time and frequency.
- ❖ Automatic management of incorrect or nonexistent recipients (Bouncing).



The service allows the creation of various communication strategies according to the channel and to the client's profile.

TO WHOM?

- ❖ To Marketing team to insert and manage advertising campaigns and keep the customers and partners updated on business initiatives, discounts and launch of new products or services.
- ❖ For managers, sales managers and sales personnel authorized to make massive communications to their specific customers according to business strategy.

FEATURES

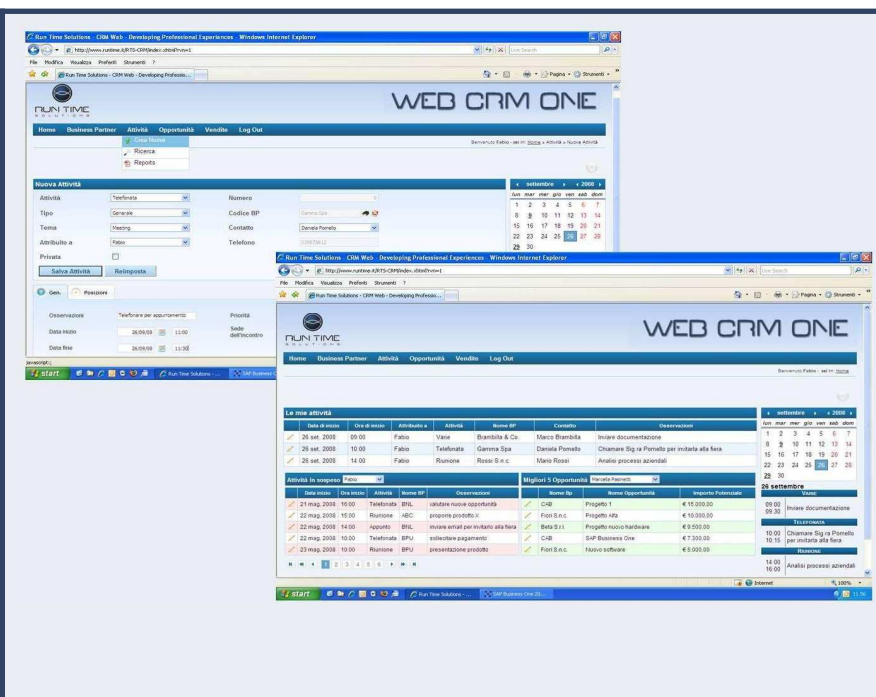
- ❖ Management of list recipients defined by filters previously constructed from search custom criteria thanks to the adoption of a business dictionary fully integrated with business entities in SAP Business One.
- ❖ Wizard in order to create a message based on channel used (e-mail, SMS, Fax and Social Network) and dynamic fields use to personalize the message
- ❖ Testing and preview of message to send
- ❖ Validity recipient address checked
- ❖ Wizard for creating message models (Message template).
- ❖ Authorization flow to send a message
- ❖ Analysis trace and links visited (E-Mail channel)
- ❖ Analysis of messages received and rejected

HOW

- ❖ Through an interface Web it's allowed to work wherever you are, in office or out of it.
- ❖ With innovative features and modes, fast, simple and reliable through an user-friendly interface Ensuring the security and confidentiality of business data due https protocol using and through access management as well as information display based on permissions granted.
- ❖ Using a business entities dictionary and attributes fully integrated with SAP Business One.

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 an important partnership for the realization of successful solutions for enterprises:

