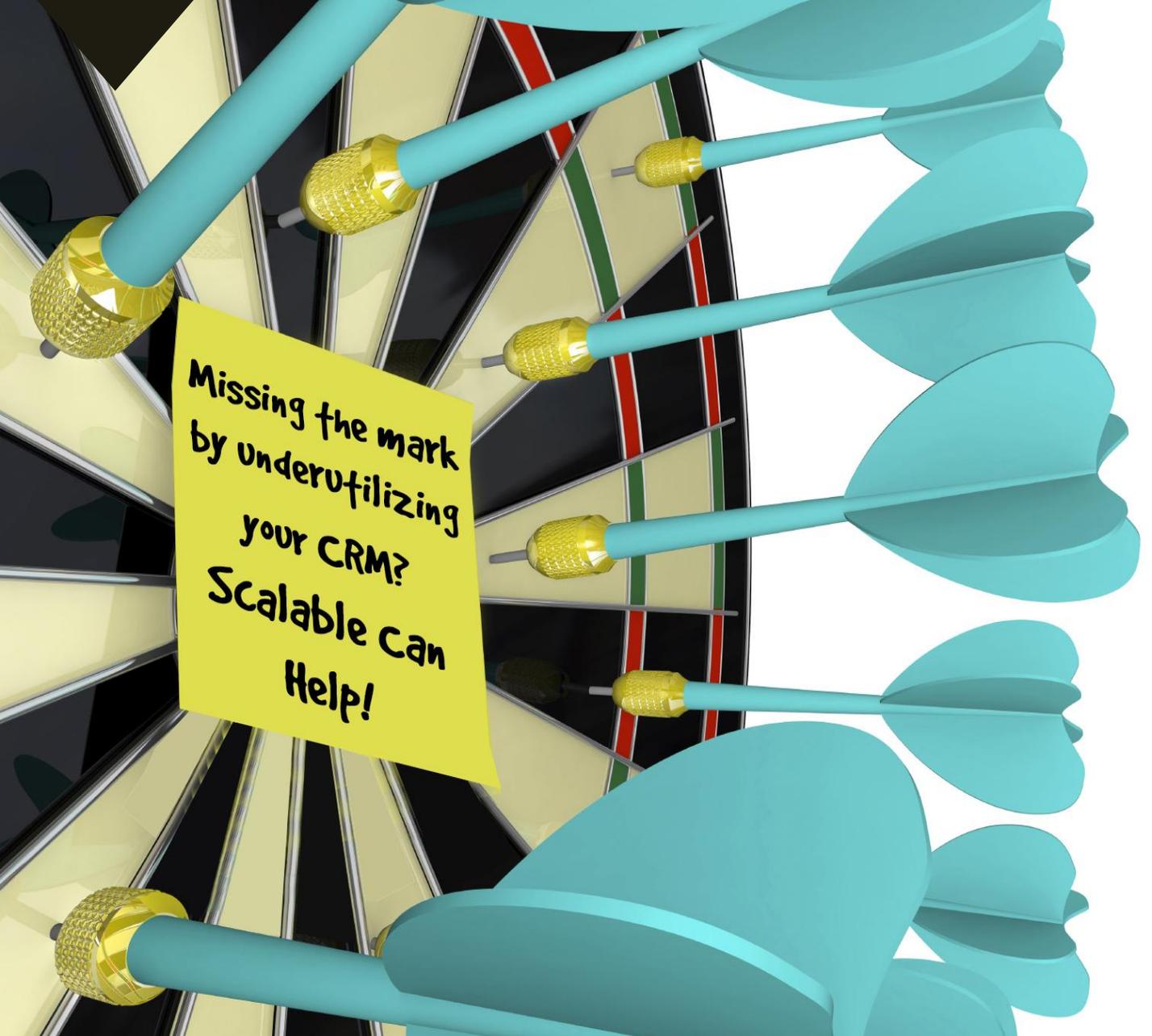


# SCALABLE ENTERPRISE CRM SERVICES



Missing the mark  
by underutilizing  
your CRM?  
Scalable can  
Help!

**SCALABLE**  
SYSTEMS

Scalable Systems  
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A majority of customer relationship management solutions have been designed and tested to solve yesterday's problems and subsequently fail when dealing with today's growing list of gaps in consumer communication channels. Multi-channel marketing, robust analytics, predictive behavior pattern analysis and cross channel campaigning are new norms for marketing and advertising which require new tools to initiate. Scalable Systems enterprise CRM integration solution provides powerful customer insights, fingertip access to insights and data and advanced marketing capabilities with precise customer targeting strategies.

CRM solutions that are not up to date with today's diverse consumer channels will cause organizations to grow detached from their customer pools. Integrated analytics pulling from historical and real time databases can provide 360 degree perspective regarding customer interactions and feedback. Survey feedback, product reviews, focus group research, and customer Facebook comments can all provide insight into an enterprise's product performance and brand notoriety.

Organizations who lack important social, mobile, and cloud channels will be missing vital data that can be used to increase growth and retention of consumers. Scalable Systems offers organizations a streamlined solution to include a growing list of disparate channels to stay on top of customer needs and wants while sharing them with internal employees and applications. CRM modernization will help align business needs with the right sources of information while providing employees with a collaborative environment.

#### **Scalable Systems modernization services and support include:**

- CRM Integration
- CRM Customization
- CRM Analytics
- CRM Data management
- CRM Mobile Dashboard
- CRM Social Dashboard
- CRM System Integration
- CRM Cloud Migration







## MOBILE CRM

Sales professionals are the driving force of any business but surprisingly very few spend time focusing on face-to-face interactions with customers. Many sales representatives spend their day assessing leads, collecting information, and contacting clients. Organizations are also putting immense pressure on sales representatives to meet deadlines and quotas in today's global competitive landscape. Mobile CRM is empowering field sales professionals with instant and mobile access to information, tools and applications that provide precise customer information, historical data and real time social data access and insightful demographic analysis to do their job more effectively and efficiently.

Increased productivity and performance are a side effect of having access to customer's accounts, leads, and team collaboration capabilities at your finger tips. Mobile CRM creates a synergy between real-time sales activity and organizational goals and objectives for immediate insight-to-answer.

**With Mobile CRM sales professionals will be able to:**

- Review key customer account information 24x7x365
- Immediately update the outcome of sales, leads, prospects and negotiations.
- Utilize built in features such as GPS to locate potential prospects in the area
- Real-time logging of sales activity (accounts, contacts, opportunities)
- Align upstream and downstream business processes for enhanced decision making capabilities related to forecasting, budgeting, and planning.



## CLOUD CRM

Cloud CRM is a Software-as-a-Service (SaaS) application that presents a unique opportunity as organizations of any size can take advantage of the vast benefits CRM can deliver. Cloud based CRM removes the burden placed on IT by outsourcing the hardware, software and maintenance required to a third party provider. Organizations will be able to integrate disparate sources of information and create a synchronized environment that can be shared throughout the organization.

Other cloud based environments and services can be integrated to create a single data stream of customer information that can be used for enhanced marketing campaigns, customer service and decision making. Cloud CRM has become a must have tool for today's social enterprises and creates a ubiquitous platform for communication and collaboration.

### Cloud CRM offers:

- Lightning deployment speed - Cloud CRM applications are ready within hours of purchase
- Simplicity - High adoption rate as end-users need only a web browser
- Fixed Cost - pay for only the features you need and services used
- Automatic Upgrades - Cloud CRM applications are consistently maintained, updated, and evolve to meet user demands
- Flexibility - With numerous cloud providers and custom solutions business requirements can be met.
- CRM Integration and CRM managed services allow you to choose the technology best suited for your enterprise. Scalable Systems can amend, manage and develop the solution.



**Transforming Data into Intelligence**

### About Scalable Systems:

Scalable Systems is a global software consulting, development and IT outsourcing company providing both offshore and onshore software solutions and integration services to business enterprises around the globe. Scalable Systems has proven expertise in encompassing low cost, high quality and reliable software solutions and services in areas like Data Warehousing, Business Intelligence, Web and Custom Application Development.