

# CRM

Account management  
 Opportunity management  
 Campaign management  
 Lead management  
 Contract management  
 Sales analysis  
 Product catalogue  
 Service management  
 Pipeline forecasting  
 Activity management  
 MS Office integration  
 Document management  
 Reminders  
 Calendar views  
 Standard reports  
 Custom reports  
 Workflow  
 Audit  
 Charts

"Dalkia have implemented three business solutions using dataKraft Studio; analysing our needs and designing these solutions was so fast and efficient; we were able to focus on the essential – our business needs – and didn't waste any time on technical aspects. dataKraft Studio is powerful yet so easy to use at the same time... a small revolution for professionals like us!"

Patrick Gilroy | MD Dalkia



## The straightforward CRM Solution Powerful, Affordable, Intuitive



Why pay for complexity you won't use?  
 datakraft CRM gives you the essential functionality you need today

### Visibility, transparency, and accountability

You want to access key information immediately with no delays or lengthy browsing sessions. Your staff are too busy for long training courses. You know that difficult applications lead to user rejection. You know your staff won't use complex functionality so you don't intend paying for it. You want features that will improve productivity and reduce errors. You don't want to be tied to a database vendor and you want the flexibility to grow your application in the future as your needs change. We understand these needs and have addressed them with dataKraft CRM.

### Staff benefits

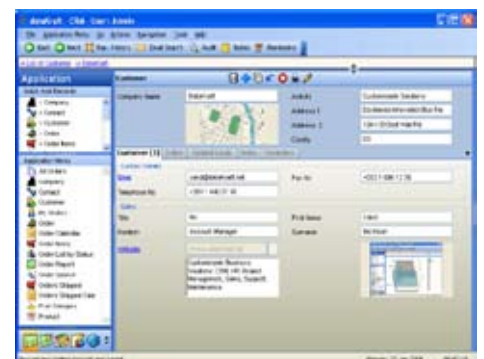
All customer related information accessible from a single screen.  
 Save time on repetitive tasks by generating standard reports and letters.  
 Stay on track with automatic reminders for key events (e.g. planned customer calls).  
 Easy visibility with our calendar views (e.g. campaigns, client appointments and deadlines).

### Management benefits

Real time analysis of sales pipeline, customer and opportunity profiling.  
 Complete history of all customer communication.  
 Performance visibility across your organisation.  
 Access charts and reports immediately for informed and timely decision making.

## Go live with dataKraft CRM within a few days

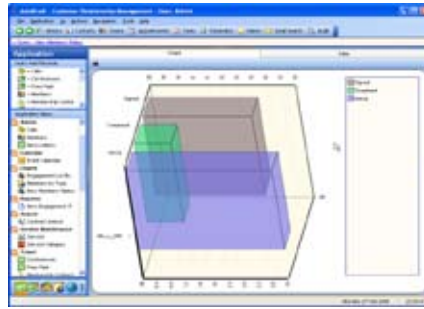
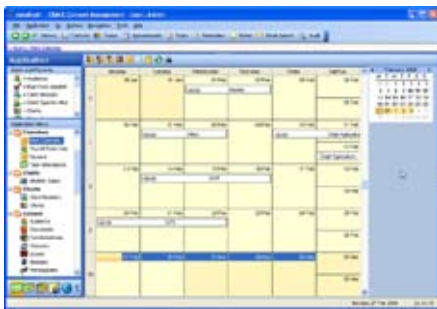
- 1 We migrate any existing data from a database, excel file, csv file etc.
- 2 We design extra reports and queries to meet your unique business needs
- 3 We launch the system and ensure your staff are comfortable with dataKraft CRM





The keys to  
**success**  
are in your  
**hands**

## Outlook 2003 look and feel Intuitive and web like user interface



dataKraft CRM's powerful features enable you to:

### See clearer

A single solution for an instant global view of sales, pipeline, campaigns and performance for real business visibility.

### Share Outlook information

Synchronise with MS Outlook for email, appointments, contacts, tasks, reminders, notes and email distribution lists.

### Integrate with your environment

dataKraft CRM supports all leading databases (MS Access, SQL Server, MySQL, Oracle) and integrates with other business management systems effectively.

### Enrich your content

Use our Rich Text Editor to create richer content for your documents, emails and letters.

### Maintain accountability

Our complete Audit facility gives full visibility of all changes to sensitive data in your solution.

### Work faster

Navigation is intuitive and transparent so you can access your information from any angle.

### Be safe

Define your own security profiles and grant appropriate access to each user.

### Work smarter

Take advantage of Excel calculations, reminders and notes fields.

### Be flexible

Import existing data into your new CRM solution.

We can integrate your CRM Solution with our other dataKraft Essential Solutions (HR, Project Management & Sales Tracking) to give you one centralised Information Management Suite.

## Customisation without development

dataKraft CRM can be fully customised and will grow easily to meet your needs in the future without development or coding.

Do you need a CRM solution that can meet your needs with a fast project lifecycle and a low cost of ownership?

### Contact us today!

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