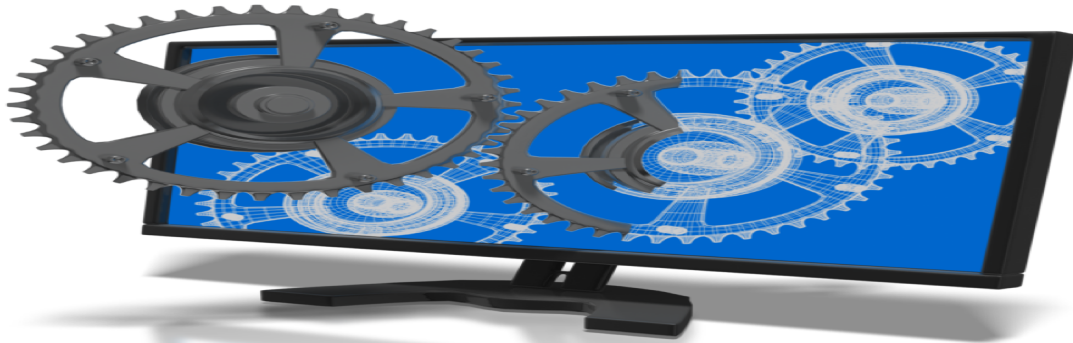


Business Automation Solution



Client Background: Client is in the business of selling marketing and promotional items that sticks like patch magnets, fridge magnets, car magnets etc. He has printing business for these magnets.

Background/ Business Drivers: Client was looking to automate their day to day activity, increase production capability, reduce cost, centrally manage their customers, automate core functions like order management, invoicing, manufacturing, accounting and shipping to increase their online orders and transaction.

smartData Solution: We developed Business automation solution and CRM application which is designed for a 360 degree-view of the Sales Cycle. The solution designed by smartData is not just a typical CRM but spreads over various modules which include:

- ✦ Quote Generation
- ✦ Client Data Management
- ✦ Automated Invoices
- ✦ Production Management
- ✦ Dispatch Management
- ✦ Re-Quote & Re-Invoice
- ✦ Automated Emails & Newsletters
- ✦ Multiple Companies & Departments
- ✦ Retailers & Resellers Account Management

The system has automated day-to-day business activities which allow the team to focus on Selling through effective data management. Through this, information about customers, their last orders, current order (& its status), invoices (past & present), buying behavior, etc. is generated through simple button clicks. The admin is able to review all these sales information, pending & completed orders, delayed orders (with reason), financial information, etc. from a secured Admin Section. The system has been designed with “one size fits everything” strategy which encompasses everything that the client company and its sister companies does.