



## Two strong systems for you

### SMARTCRM and Infor

The competition for customer satisfaction requires perseverance. This leads primarily in sales and after-sales departments to increase pressure on all that are involved. The mass of customer-related information grows as does the challenge to provide them to the different corporate departments with meaningful processing and without excessive time. In addition to the quality requirements of the customers, the speed of the market increases.

In order to act in a targeted manner, the closest possible cooperation is essential. We put this knowledge into practice with numerous ERP systems, e.g., Infor.

The interface between SMARTCRM and Infor-ERP connects many information categories that are needed on both sides: master data of customers and products, current figures for sales and order volumes, temporary valid information on discount actions, etc. These data are the basis for a full panoramic view for all customers and planning related issues. SMARTCRM accesses the data available in the ERP system and connects them with the relevant customer or prospect

data. Thus, field service and office associates see the current sales revenue and sales trends and can react accordingly to changes. Many evaluations and planning possibilities within the CRM system achieve a significantly higher level and so gain automatically in quality. Since the data are maintained centrally, each in their usual environment, duplication of efforts is dropped.

Take advantage of the over 20 years' experience as a CRM manufacturer for your sales power:

- Address and activity management
- Mapping of relationships between addresses
- Centralized appointments and task management, planning of visits
- Convenient quotation writing and quotation tracking
- Personalized mailing / serial e-mails
- Clear analysis, target definition, plus-minus lists
- Machines master data and service history

### SMARTCRM.ERP.Infor



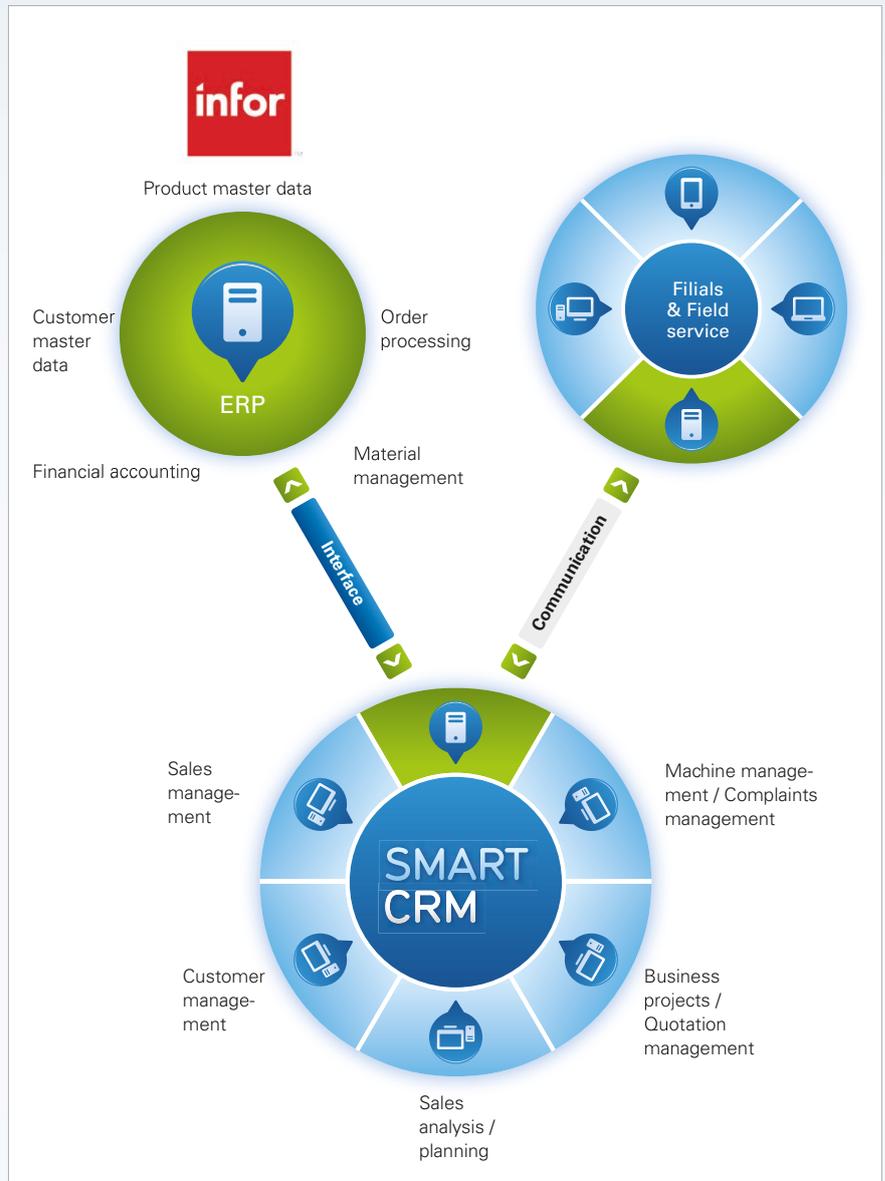
With SMARTCRM.ERP.Infor, you combine the powerful features of both systems. Any data can be read from the Infor-ERP using the configurable and customizable EDP interface, such as:

- Addresses
- Contacts
- Product master data
- Quotation and order positions
- Sales, contribution margin
- Order on hands, incoming orders
- Open item
- Any individual tables, e.g., Discount prices
- Multiclient capability
- Multicurrency capability

## This is how the data flow works

Data synchronization between SMARTCRM and Infor-ERP is run on a regular basis:

- Should a prospect become a customer in SMARTCRM, the system transfers the data to Infor-ERP and receive there immediately the new customer number.
- The quotations created in Infor-ERP can always be transferred to SMARTCRM, for instance as a pdf file, including the detailed positions. So the different quotation phases are completely traceable in the CRM system and a clear quotation tracking is guaranteed in SMARTCRM.
- The data from the ERP system are also available in SMARTCRM offline. No matter if you are on the go, working from home or working in a filial: you are always integrated in the communication flow between CRM and ERP worlds. If you need, for instance, to correct an address, you have to do in only one of the system. The modification is made via the EDP interface in each system automatically.
- SMARTCRM data can be written back in Infor-ERP. Please contact us as we will gladly explain details and options.



## About SMARTCRM

Since 1992, SMARTCRM GmbH is successful with its own development for sales, marketing and service. The company offers with the eponymous product SMARTCRM a complete CRM solution (Customer Relationship Management). With more than 14.000 users in European small and medium sized enterprises, SMARTCRM has already proved its excellence.

SMARTCRM GmbH completes its software solution by consulting and system analyze, customizing installation as well as comprehensive user and administrator trainings. Dedicated employees ensure the continuing development of SMARTCRM as well as comprehensive customer support.

You are planning a CRM implementation?  
Please contact our customer care service under:

**+49 7275 98866-0**

We are looking forward to talking to you!



**SMARTCRM GmbH**  
Simply MORE success

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