



The perfect harmony

The interface for more cooperation

The marketing plan is defined. The first sales mailings have been sent to the prospective buyers. The prospect Miller found the offered product so interesting that he ordered it right away. Pleased with the new customer, the person in charge of the order processing enters the order. Some time after the first campaign, the marketing department writes again to the prospective customers – unfortunately also to Mr. Miller. Such a scenario might happen in the real world, for instance when several departments interact and this interaction is around the customers.

For a smooth communication between departments, SMARTCRM provides an interface to many leading ERP systems. This is the basis for a consistent “perspective” for all customer and planning-related data and provides the interaction between the different corporate departments on a whole new level:

- Back office and field service have the sales revenue figures and the sales trends always in view and are able to adjust themselves right away.
- The analysis and planning possibilities reach a significantly higher level within the ERP system through the interface with SMARTCRM and this way gains automatically in quality.
- Everyone works further in the usual system environment, but still nobody can deny that something has changed.
- The highest operating costs always arise with multiple processing of the same information. Thanks to the centralized data management via the SMARTCRM interface, this is no longer an issue.
- The interaction of SMARTCRM with several ERP Systems can not only detect approaches for the cross-selling but also use them promptly. This may relate to individual products or devices, but also for the complete machines and installations for which the master data and the complete service history are available.

SMARTCRM.ERP



SMARTCRM.ERP provides an interface to many leading ERP systems and thus combines different 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...

In general, the interface guarantees the client capability. The data from the ERP system are also available off-line in SMARTCRM in case no connection is possible.

Simply more CRM – for more ERP

SMARTCRM extends your ERP system to diverse functionalities – and to the experience of 20 successful years in the SME-oriented CRM market. Connect your ERP data in the simplest way with all information related to your customers:

- Addresses and activities management (e-mails, visit reports, correspondence)
- Mapping of relationships between addresses
- Centralized appointments and tasks management, planning of visits
- Creation of mailing letters, dispatch of serial e-mails
- Convenient quotation writing with text modules and pictures
- Extensive quotation, tracking of project phases and evaluations possibilities – also of quotations, that were created in the ERP system
- Clear analysis, e.g., sales revenue, incoming orders...
- Target definition, plus-minus lists
- Machines master data and service history
- Detailed filter functions
- Bi-directional data synchronization
- Client capability



Compatible ERP System

Currently, there are interfaces between SMARTCRM and abas Business Suite, APplus, Infor, Microsoft Dynamics AX, Microsoft Dynamics Nav, proALPHA, PSIPenta, SAP R/3, MAJESTY and much more.

About SMARTCRM

Since 1992, SMARTCRM GmbH is successful with its own development for sales, marketing and service. The company offers with the eponym 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.



SMARTCRM GmbH
Simply MORE success

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If you have more questions or have a different ERP software in use, please contact our customer care service under:

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We are looking forward to talking with you!