



SMARTCRM.ERP.INTEGRA



Multi-client capability

- Representation of multiple clients possible



Figures in CRM

- In combination with SMARTCRM.Sales: current sales figures and sales trends for office and field sales at the push of a button



Analytics

- In combination with SMARTCRM.Sales and SMARTCRM.Planning: advanced analysis and planning options



Reveal potential

- In combination with SMARTCRM.Sales: uncover cross-selling opportunities



Offline capability with SMARTCRM.Offline

- In combination with SMARTCRM.Offline: take all your SMARTCRM information with you on laptops and Windows tablets, even on the road



App for iOS and Android

- In combination with SMARTCRM.App: online access to SMARTCRM data from mobile devices

ERP interface: standard for our customers

98%

of our customers use an interface between SMARTCRM and their ERP solution.
With the standard interface to INTEGRA, all relevant ERP information is directly in SMARTCRM.

SMARTCRM.ERP.INTEGRA: Your "custom-made suit yet ready-to-wear"

The principle of „custom-made suit yet ready-to-wear“ also applies to SMARTCRM.ERP.INTEGRA. The standard interface to INTEGRA offers numerous options for data transfer between the CRM and ERP systems and can be customized and extended according to your needs.



SMARTCRM.ERP.INTEGRA

Select the exact data you want to see in SMARTCRM from the following options:

- Customers, suppliers, prospective customers
- Employees
- Contacts
- Product, multilingual product text modules, pictures, prices, price lists, product groups, merchandise groups
- Incoming order positions
- Order backlog positions
- Invoice positions, contribution margin per position
- Open items
- Value tables

INTEGRA



Interface



Deployed at customers:



SMARTCRM at the Privatbrauerei Ernst Barre GmbH:

- CRM introduction
- 10 licenses
- Interface to INTEGRA ERP
- Used in the field and in the office
- Modules: SMARTCRM.Basis, SMARTCRM.Sales, SMARTCRM.GeoMap, SMARTCRM.Exchange.Sync, SMARTCRM.Offline, SMARTCRM.App, SMARTCRM.ERP

Requirements and project goals:

- Bundling of the CRM and ERP data
- 360° view with the help of a central information pool
- Display direct and indirect sales to end customers
- Improved visit planning and other field service processes
- Mobile CRM for field staff



SMARTCRM at the Distelhäuser Brauerei Ernst Bauer GmbH & Co. KG:

- CRM introduction
- 20 licenses
- Standard interface to INTEGRA ERP
- In use in the field and in-house sales and marketing
- Modules: SMARTCRM.Basis, SMARTCRM.Sales, SMARTCRM.GeoMap, SMARTCRM.Tourplanning, SMARTCRM.Exchange.Sync, SMARTCRM.Offline, SMARTCRM.App, SMARTCRM.ERP

Requirements and project goals:

- Transfer of customer related data from INTEGRA ERP
- Mapping of customers' hierarchies and relationships
- Complete history of the communication, contract agreements, etc.
- Extensive sales analyses, display of hectoliters
- Field service integration

See our CRM system live - free of charge and without obligation directly on your screen:

<https://smartcrm.gmbh/en/company/onlinedemo/>



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