

RELATIONSHIP YOU CAN NURTURE

Syburst CRM Solution



Syburst®

➤ **The Right Business Practice**

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Boosts staff productivity.
Improve transparency in the sales pipeline.
Ensure customer loyalty and satisfaction.

RELATIONSHIP YOU CAN NURTURE

Customer Relationships are the backbone of your business but the tools to effectively manage these relationships have been geared toward large companies with the resources to support prolonged implementation processes and high costs for deployment and maintenance. Our low total cost of ownership means that Syburst CRM will work for you today, tomorrow, and over the lifetime of your business. Easy set-up processes get you started fast, but you can also maintain the solution to support you drive your business forward in demanding times. It supports a culture of constant progress throughout your customer relationship life cycle.



PUT YOUR CUSTOMERS AT THE CENTER OF YOUR BUSINESS

Information Unlocks Customer Value

At Syburst, we are passionate to provide a CRM solution that meets the resources and needs of small and mid-market businesses, helping them build more profitable customer relationship. That is the reason why we has been developing an easy-to-use, flexible and integrated solution that empowers you and your employees to make informed decision, increase sales success, and provide superior customer service.

Syburst CRM Solution offers a broad range of functionality with a low total cost of ownership to small and mid-sized organizations globally. It equips sales, marketing and customer service teams with the tools they need to boost productivity, find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where your customers, partners and prospects choose to interact with your business, **Syburst CRM Solution** provides a distinctive advantage by delivering a comprehensive, easy-to-use and intuitive system to successfully manage these relationships.

Empower Sales Teams to Sell Better

Generating revenue from new and existing customers is an important task for your business. **Syburst CRM Solution** empowers your organization to sell more effectively and efficiently. Sales executives have a single point of access for calendars, accounts, reports, pipeline management, contacts and call lists; all of which ensure that they are producing more revenue per sales hour.

Deliver Highly Effective Marketing Programs to Customers and Prospects

Your team can manage customers or prospects from initial contact through resolution, access a searchable knowledgebase of support information, and respond quickly and accurately to customer needs with automated routing and queuing of support requests. A built-in workflow engine with customizable templates and rules lets you define and automate processes for sales, customer service, and activity management.

Make Informed Business Decisions

Syburst CRM Solution provides detailed reports and a complete view of sales and support activity and history, so you can identify the opportunities, trends, and problems that guide your decisions.

A COMPLETE SOLUTION

With **Syburst CRM Solution**, you have the freedom to choose a solution that best fits your unique business requirements. You can choose from flexible deployment methods with confidence, knowing that the solution will grow with you as your business needs evolve, giving you the freedom to move from on-demand to on-premise through seamless migration options

The solution offers an easy-to-use, fast-to-deploy on-demand CRM application with out-of-the box but configurable business process automation. Users can get up and running quickly and easily thanks to the active directory import feature. Businesses can keep standard logons across their network that reduces administrative overhead and increases IT productivity. Furthermore, it offers flexible enhancement options, automated process workflows, mobile solutions, offline synchronization options across computer, and more so you can improve productivity and empower your staff to communicate more effectively with your customers.



THREE-FOLD ROI

Reap the rewards of integration and collective intelligence

ONE CUSTOMER RECORD. ONE CUSTOMER VIEW. It's a simple concept that can profoundly improve the effectiveness of frontline salespeople, managers, marketing professionals, and customer service representatives. However, an accounting system here. An order entry application there. Toss in the wrong CRM solution and before you know it you have information overload on your hands.

But not with Syburst. Our CRM solutions help you get even more value out of the technology investments you've already made. Leveraging the Syburst Framework Service, our CRM solution blends with other back-office ERP, accounting, and order entry systems. The result is a clean exchange of information between workgroups. This collective, real-time intelligence greatly enhances your ability to market and sell more effectively, to deliver quality customer service, and to make informed executive decisions.

Hence, **Syburst CRM Solution** enables your organization to engage in meaningful dialogue with every happening within your customer relationships. It is a powerful tool to start building profitable relationships with your targeting customers or prospects.



EASY TO GET STARTED AND EASY TO KEEP GOING

Companies today want flexible solutions that don't burden their limited IT resources and that they can implement and maintain at a low total cost of ownership. **Syburst CRM Solution** offers a powerful set of administration and integration capabilities.

- Get online in minutes with zero IT intervention. Just enter a user's name and job. The rest is automatic: the individual's role in the company and place in the hierarchy determine which opportunities, accounts, and contacts are accessible.
- Seamlessly migrate data. Take existing contacts, leads, and opportunities stored in other systems and seamlessly import them in volume into the application. Easy-to-use online wizards make the process simple.
- Easily customize your company's unique business processes. The solution has rich, prebuilt functionality that covers common business scenarios; however, business users can also make custom configurations through an intuitive user interface and wizard-driven screens.
- Work within the desktop applications your employees use every day. While the solution features an intuitive, easy-to-use interface, it also lets employees interact with the application using the desktop applications they already know. By providing easy and seamless integration with Microsoft Outlook, Microsoft Word, and Microsoft Excel, the solution minimizes training costs, eases learning curves, and increases user adoption—delivering rapid benefits.

SOLUTION OVERVIEW

Regardless of industry, a key concern is not the lack of information collected, but rather accessibility to that information. **Syburst CRM Solution** helps cut through information silos within an organization, leveraging current technology investments to provide the right information to the right people at the right time by combining following functionalities to offer an unprecedented level of power and flexibility for organizations looking to move beyond simple, under-powered solution.

Account Management

Record detailed information for customers, both at the company-level and for individuals that empowers your team to provide a high level of customer service with a complete record of customer communications, including phone calls, e-mails, meetings and presentations. Easily review upcoming activities, sales opportunities, attached documents and integrated information from other databases.

Sales Automation

Manage your customer accounts throughout the sales cycle. Capture and import leads, distribute them and create automated follow-up reminders for qualification. Track detailed opportunity information, including competitor information, and create customized sales stages, based on projects or product lines.

Marketing Automation

Using the solution comprehensive marketing campaign tools, you can build lasting and profitable customer relationships by executing effective and timely campaigns over both traditional and contemporary channels. Create targeted e-mail campaigns for automated execution and follow-up and use integrated data mining and contact grouping to optimize multi-channel marketing. Realize significant value and gain lasting competitive advantage through ROI analysis. Track the effectiveness of campaigns, comparing potential and actual responses and sales, and invest your marketing cost more effectively.

Customer Service

Empower your customer service, help desk or support staff, with an integrated system that not only tracks communications, but also provides the comprehensive overview needed to improve customer satisfaction. Track inquiries and issues, build a knowledge base, create contracts and SLAs, and track RMAs, all directly in the application.

Interactive Dashboard

The solution allows the creation of unlimited customized graphical dashboards that can include activity, sales, marketing, customer service and integrated data. Users at all levels can quickly view the snapshots of critical data in a single comprehensive screen with bar charts, pie charts, funnels, circle gauges and grids, all in one place, and even drill-down into details and optimize team effectiveness, based on real-time metrics.

Dynamic Interactive Workflows

Managers can easily design graphical workflows to help ensure that processes are carried out consistently and efficiently. Users can then access these dynamic workflows to guide them through both customer inquiries and internal procedures. Workflow icons can launch windows and perform functions within the solution.

Organization Charts

The solution provides users a tool to model the often-complex relationships between contacts within an account. You can see not only basic information like contact names, titles and roles, but also the organization's structure of managers and subordinates. In addition, relationships can be shown with partners, suppliers, vendors, strategic alliances, and more.

Project Management

Experience built-in project management features, including the ability to synchronize records with Microsoft Project. Tasks and sub-tasks can be created easily. Then activity records can be linked to these tasks, to record more specific information, including times, participants, resources and notes.



Technology and Technical Features

Platform:

- Development: .NET 3.5
- Server: Windows Server 2003/2008
- DBMS / Backend DB: SQL Server 2005/2008
- Web server: IIS 6.0/7.0
- OS: Windows XP

Support Crystal Report and reporting services

Flexible report creation

Syburst Advanced Solution to accommodate specific business process

Compatible with LDAP Directory Service

Featuring Single On

Pure web based (ActiveX or Applet not required)

Modular architecture

Easy server deployment

Standard navigation and transaction control

Easy to maintain and no back end administrative task

Support SMS and Email interfacing

Intuitive, easy-to-use and sophisticated GUI

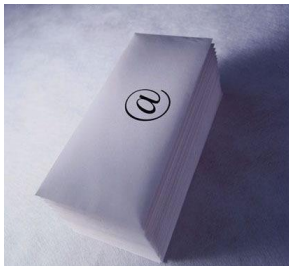
Integrated to Windows Active Directory

Support Oracle Finance, Inventory and Purchasing interfacing

Adopt business practice and best practice

Traceability with Audit Trail

Approval and Delegation functionality



About Syburst

Syburst delivers business specific solution and software for enterprising organizations. We are providing strategic consulting and solution at the intersection of business and information technology. With experience built in, Syburst's solution enables business of all industries to be more enterprising and adapt to the rapid changes of a global marketplace. With our passion and commitment to envision the enterprising business solution, Syburst is changing what businesses expect from an enterprise software provider or a consultancy business.



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