



Second CRM CRM Solution for Small Companies

S2 SOFTSOLVERS

Technologize Your Business™



Introductory Presentation

June 2010

Agenda

Second CRM On Demand CRM Solution



Introduction

Second CRM Features

Pricing, Implementation & Support

Key Differentiators

Q n A

Survey Results

- ❑ 80% of Small Companies don't use automated quotes or invoices, 90% don't even have complete profile of their Customers and 50% don't even know what a CRM is and what it can do
- ❑ Small Companies are afraid of buying Servers, Software, hire IT Guys and the problems that come with software - version upgrades, backups or system crash, data loss - et all
- ❑ Number of players in Market [Salesforce.com, Seibel, Microsoft, Oracle], but no one is looking at really Small Companies

Statistics based upon survey done by SoftSolvers Research, Nov 2008.

Second CRM – On Demand Customer Relationship Management

❑ Especially conceived for Small to Midsize Enterprises, who have never used any automated tool other than MS Excel - *Everybody's First CRM*

- Sales Management
- Marketing Automation
- Customer Support
- Business Intelligence
- Invoicing & Payment
- Project & Asset Management
- Purchasing & Inventory Tracking



❑ No Big Investment on Servers or Software, No hassles to hire IT Guy, Secure Servers, Automated Daily Backups, No Data loss

❑ Easy Migration from Excel, Can Go Live in few hours



Agenda

Second CRM On Demand CRM Solution



Introduction

Second CRM Features

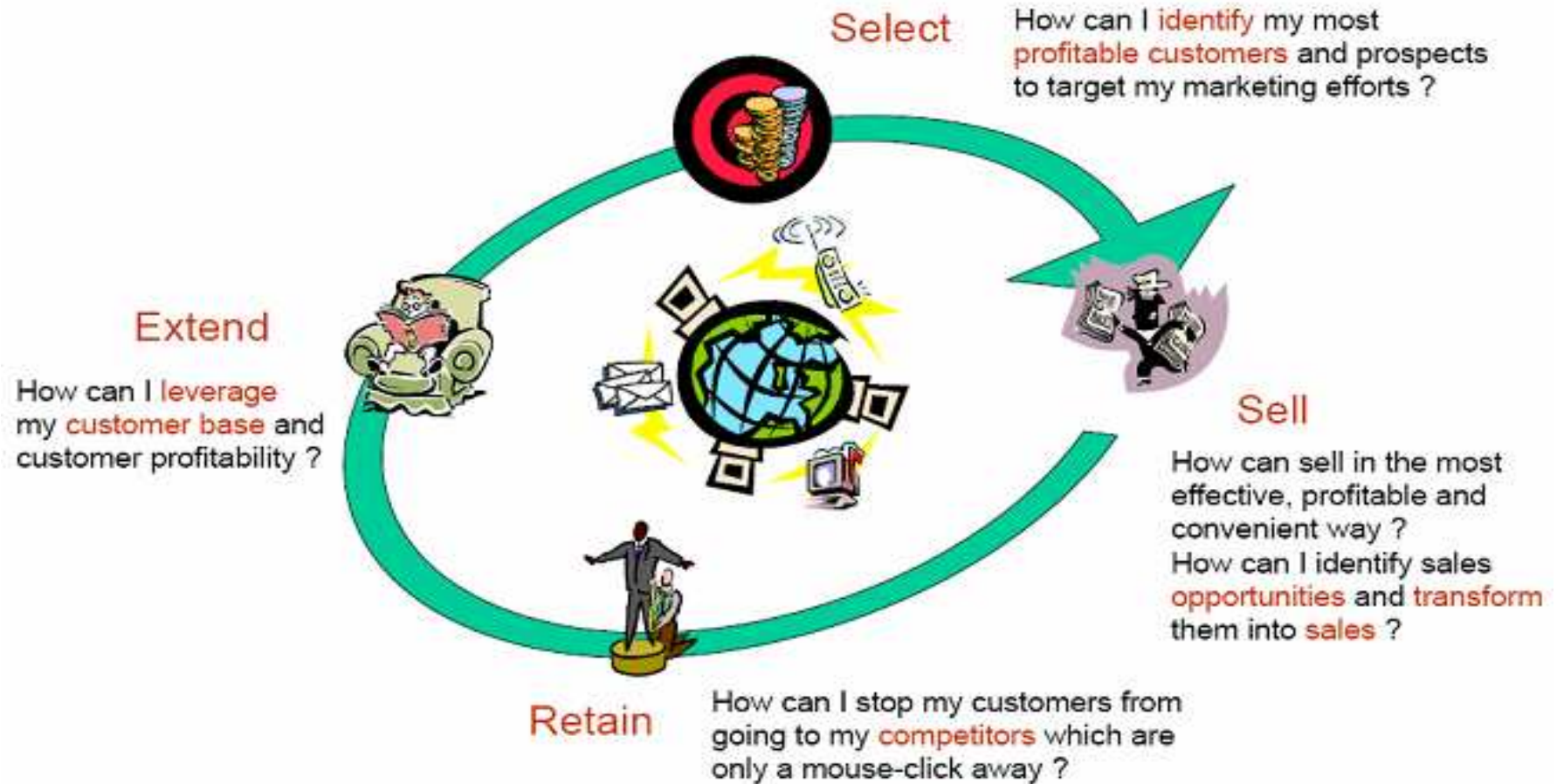
Pricing, Implementation & Support

Key Differentiators

Q n A

What a CRM can Do!

Second CRM Empowers



Second CRM Features

Sales Force Automation

- ❑ Leads Management
- ❑ Account & Contact Management
- ❑ Sales Quota & Pipeline Tracking
- ❑ Quotation Management
- ❑ Services & Service Contracts
- ❑ Capture Website Leads
- ❑ Web Mail, with Email Templates

Business Intelligence

- ✓ Dashboard & Charts
- ✓ Advanced Reporting
- ✓ Alerts & Notifications
- ✓ Data Analysis

Marketing Automation

- ✓ Campaign Management
- ✓ Mass Mail, with Email Templates
- ✓ MS Word & Outlook Integration
- ✓ Calendaring & To Do Management
- ✓ Document Management



Customer Support

- ✓ Account & Contact Management
- ✓ Manage Service Contracts
- ✓ Customer Issue Management
- ✓ Customer Portal
- ✓ Knowledgebase, FAQ's

Extensible

- ✓ Configurable Workflows
- ✓ Import / Export data from Excel
- ✓ Easy Upgrade to higher Editions

Operations Management

- ✓ Project Management
- ✓ Product & Vendor Management
- ✓ Invoicing, Payment & Receipt
- ✓ Basic Inventory Control
- ✓ Asset Management
- ✓ Integration with Corporate website

Second CRM Features

Sales Management

- ❑ Second CRM drives sales performance by allowing sales representatives to track and share potentials, manage and upsell into existing accounts, coordinate activities across teams.
- ❑ With Second CRM you can monitor pipeline stages through dashboards and collaborate through alerts & notifications and integration with Microsoft Outlook.
- ❑ It supports the complete sales process of your organization, and it contains Lead Management, Potentials, Account & Contact Management, Sales Pipeline Management, Quotations, Sales Orders, Invoicing, Sales Analytics, and others.

- ❑ Benefits
 - ✓ Share sales data across individuals and teams
 - ✓ Bring new sales representatives up to speed
 - ✓ Present effective presentations and proposals to customers
 - ✓ Increase productivity by automating the quotes, and invoicing



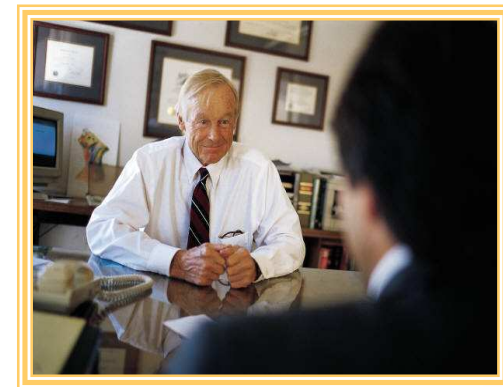
Marketing Automation

- ❑ Manage leads from multiple sources, build and track marketing campaigns, manage multiple email marketing offers, and ensure marketing and sales reps have up-to-date information necessary to close the deal.
- ❑ With Second CRM, companies are more confident about how their marketing dollars are spent and how campaign activities drive the top-line.
- ❑ Second CRM provides E-mail Marketing, Online Lead Forms, Product Management specifically useful for marketing team, along with other marketing-related modules, such as Activity Management, Calendaring, Contact Management, and so on.
- ❑ Benefits
 - ✓ Close the gap between lead generation and deal closure
 - ✓ Segment customers to target the right customer set with the right message
 - ✓ Generate and monitor campaigns across all customer channels
 - ✓ Integration into Corporate Website for online lead generation

Second CRM Features

Customer Support & Services

- ❑ Acquiring new customers is much more expensive than selling to existing ones. With Second CRM customer support, companies have the confidence that customer cases will be handled quickly and effectively.
- ❑ Second CRM customer support centralizes customer service requests across channels to allow companies to diagnose bugs, assign and escalate customer issues to resolution.
- ❑ Second CRM provides enterprise quality Customer Support & Service features, such as Ticket Management, Service Contracts Management, Customer Self Service Portal, Reports & Statistics specifically useful for your organization's customer support force.
- ❑ Benefits
 - ✓ Centrally manage and share all customer service issues
 - ✓ Manage the Service Contracts better, with expiry alerts and timely follow ups
 - ✓ Understand frequency of incidents to improve product quality
 - ✓ Measure the responsiveness of customer support
 - ✓ Manage schedules, calls, meetings and emails from a single location



Second CRM Features

Real-time Reporting

- ❑ Second CRM BI Reporting enables you quickly assess your reported data and take immediate action to make smarter and timely business decisions. This includes business intelligence functionality that extends beyond other CRM vendors' solutions and is easier to use.
- ❑ With Second CRM you can assess customer and competitive trends—all to help you make faster, more profitable decisions.
- ❑ Second CRM reporting turns data into actionable information. Managers can monitor business performance across customer segments, marketing campaigns, sales opportunities and customer satisfaction levels.
- ❑ Benefits
 - ✓ Segment prospects and customers based on attributes that drive your business
 - ✓ Benchmark campaigns to understand which efforts produce the most revenue
 - ✓ Roll-up and analyze sales opportunities across your organization
 - ✓ Monitor the customer satisfaction of accounts



Second CRM Features

Operations Management

- ❑ Second CRM offers lot more than normal CRM software offer, as we believe, most of the small and mid size companies will improve the productivity of their internal operations, if its is integrated with the CRM.
- ❑ Second CRM offers features like, Project Management, Inventory Management, Payments & Receipts, Purchasing Management, dealing with vendors, Asset Management and much more, to give maximum returns for your investment.
- ❑ Second CRM streamlines common operations tasks and promotes effective communication across the company, from marketing, sales, operations to finance.
- ❑ Benefits
 - ✓ Tracking the Post Sales activities, to give holistic view of the customer
 - ✓ Complete cycle from Lead to Sale, and Invoice to Receipt
 - ✓ Manage your stock, with Purchase Orders and Sales Orders



Second CRM: Dashboard

SECOND CRM Professional Welcome, admin | My Preferences [Logout](#)

[My Home Page](#) |
 [Marketing](#) |
 [Sales](#) |
 [Support](#) |
 [Analytics](#) |
 [Inventory](#) |
 [Tools](#) |
 [Settings](#) |
 Quick Create... |
 Search... [Find](#)

[Home](#) |
 [Calendar](#) |
 [Webmail](#)

My Home Page » Home

Top Accounts

Account Name	Total Amount(RM)
1-712LZ8	0
1-4LC60I	0
1-41GF5N	0
1-7T6F5K	0
1-5T2HWJ	0

Scroll More

Home Page Dashboard

admin : 126740

Category	Count
Accounts	64037
Potentials	5490
Contacts	5715

Scroll

Tag Cloud

tags

Important

Scroll

Top Potentials

Potential	Amount(RM)
1-992VHB	0
1-42MZT5	0
1-6ELNMF	0
1-6Y7JQR	0
1-57C99M	0

Scroll More

Key Metrics

Metrics	Module	Count
Prospect Accounts (admin)	Accounts	34
Open Tickets (admin)	Trouble Tickets	3
Hot Leads (admin)	Leads	0
Mr Tan (admin)	Leads	0
Potentials Won (admin)	Potentials	0

Upcoming Activities

Subject	Type
Subject: Address & Contact No	Outbound Email
Subject: Address & Contact No	Inbound Email
cannot access file	Inbound Call
Subject: MYOB Registration & Confirmation Code for Firium	Inbound

Pending Activities

Subject	Type
Subject: Address & Contact No	Inbound Email
Subject: Address & Contact No	Outbound Email
cannot access file	Inbound Call
Subject: MYOB Registration & Confirmation Code for Firium	Inbound

Second CRM: Quotation

SECOND CRM Professional

Welcome, admin | My Preferences

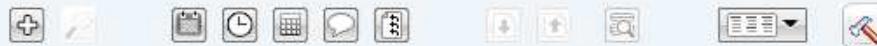
Logout

My Home Page | Marketing | **Sales** | Support | Analytics | Inventory | Tools | Settings | Quick Create...

Search... Find

Leads | Accounts | Contacts | Potentials | **Quotes** | Sales Order | Invoice | Price Books | Documents | Calendar

Sales » Quotes



[QU05] adasd - Quote Information Updated 24 days ago (24 Sep 2009)

Quote Information

More Information

Edit

Duplicate

Delete



Quote Information

Subject	adasd	Potential Name	
Quote No	QU05	Valid Till	--
Contact Name		Carrier	FedEx
Shipping		Inventory Manager	daniel.leong
Account Name	daniel leong test	Assigned To	daniel.leong
Created Time	2009-09-24 11:22:09	Modified Time	2009-09-24 11:22:09
Quotes Code		Tax	
Quote Status	Order Placed		

Address Information

Billing Address	k;k;k;	Shipping Address	k;k;k;
Billing PO Box		Shipping PO Box	
Billing City		Shipping City	

Actions

[Generate Invoice](#)

[Generate Sales Order](#)

Tools

[Export To PDF](#) Edit

[Send Email With PDF](#)

tags

[Tag it](#)

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Editions & Pricing

EXPRESS

RM

20

per user per month

Get started with your Second CRM, for small companies.

Web based Contact manager

- Up to 5 Users
- Leads & Sales Pipeline Management
- Account & Contact Management
- Sales Activity Tracking
- Standard & Custom Reports
- Web Mail, with Email Templates
- Calendaring & To Do Management
- 24 by 7 System Monitoring
- Daily Backup
- 99.9% availability

STANDARD

RM

50

per user per month

See a complete picture of your customer interactions and bill them too.

Includes ALL in Express, PLUS:

- Unlimited Users
- Product & Services Management
- Quotation Management
- Mass Email
- Content Library
- Sales Order & Invoicing
- Custom Dashboard & Charts
- Capture Web site leads
- Configurable Workflows
- Mail Merge with MS Word

PROFESSIONAL

RM

85

per user per month

Get Professional power to run CRM and your entire business.

Includes ALL in Standard, PLUS:

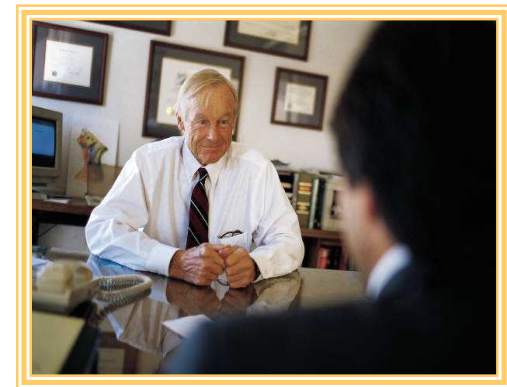
- Manage Service Contracts
- Track Service Requests
- Purchase Orders & Vendor Management
- Payment & Receipts
- Inventory Management
- Project Management
- Asset Management
- API for Application Integration
- Data Sync with MS Outlook
- Unlimited Support Tickets

Implementation & Support

- ❑ To make the process simple Second CRM team has made it all online starting from registering for 30-day Free Trial to pay using credit card for Paid version.
 - ✓ Create an online Account on www.seconddcrm.com
 - ✓ View Demos and Compare Editions
 - ✓ Register for 30-day Free Trial
 - ✓ Access Support Portal and Getting Started guides to learn basics and ask questions on forums to clear doubts
 - ✓ Upgrade to Paid Version and Go Live

- ❑ Estimated Implementation Time = less than 30 days

- ❑ Continuous Support during Subscription Period
 - ✓ Application Hosting at SoftSolvers Cloud (Guaranteed Uptime 99.9%)
 - ✓ Server & Application Maintenance (Backup, Patches, Upgrades, etc)
 - ✓ Dedicated Customer Support (Forums, Email and Online Support)
 - ✓ Minor Changes and Bug Fixing



Comparison with Traditional CRM

- ❑ Comparing Second CRM's On Demand offering with traditional On Premise CRM implementation, over a period of Three years, assuming active **five users**.

Traditional CRM

Feature	Unit Price	Total Cost
Software License (Assuming Client not buying high end Oracle, SAP, etc)		20,000
Server Hardware (assuming a single machine)		4,000
Server Hosting (Per Month for Data Centre)	300	10,800
System Admin (Monthly Salary)	2,500	90,000
Total Cost in RM (For Three Years)		124,800

Second CRM – Professional Edition

Feature	Unit Price	Total Cost
Server & Application Setup		Nil
Second CRM Subscription Fee (Per User Per Month)	85	15,300
Rest Everything		Nil
Total Cost in RM (For Three Years)		15,300

Few Considerations

- ❑ With own Hardware there is no scalability, if more users are required
- ❑ After 3 years, most of hardware require upgrade or replacement
- ❑ For any reason replacing a trained System Admin could be a nightmare for the company
- ❑ Second CRM grows with your Company, keeps you always lean & Agile!!

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Second CRM – Key Differentiators

❑ On Demand, Subscription Based

- ✓ No Capital Investments on Servers or Software, Secure Servers, Daily Backups, Security Updates, all taken care off, just focus on your business.

❑ Best Price Value Package

- ✓ Second CRM is highly cost competitive as compare to other global players, both in terms of Subscription fee and the professional services fee.
- ✓ Open Source, Cloud Computing, Malaysia Cost Advantage



❑ Zero Risk Trials, Highly Flexible Subscription

- ✓ As part of Second CRM's standard engagement process, clients are encouraged to try before they buy, without even swiping their Credit Card. Also Second CRM allows clients to rebalance usage up or down quarterly to meet business needs.

Success with On Demand CRM

- ❑ On Demand Customer Relationship Management is enabling Companies to do more for less. The recent report by Gartner, reveals it all:

Evaluating the Right
Sales Force Automation
Solution for Right Now

“ The last thing a sales organization is thinking about in a down economy is spending money. However, investing in sales application software may be exactly the right thing to do. ”

—Gartner Research:
*Deploying Sales Force Automation Even
in a Down Economy. February 23, 2009*

Gartner.

Based on a survey of 3,254 customers, independent research firm MarketTools Inc. found that companies using Salesforce.com CRM (a market leading On Demand CRM):

- ❑ Boosted win rates by 27%
- ❑ Improved sales revenue by 34%
- ❑ Increased lead volume by 52%
- ❑ Cut service and support costs by 23%

Second CRM is an alternative of Salesforce.com, which is the Global Leader of On Demand CRM Solutions, providing similar benefits to SME's!!

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Thank You



Soft Solvers Solutions Sdn Bhd

C-G-17, SME Technopreneur Centre, 2270

Jalan Usahawan 2, Cyberjaya, 63000, Selangor, MALAYSIA

Tel: +603 8315 6101 Fax: +603 8315 6102

Web: www.softsolvers.com Email: info@softsolvers.com.my



For further details and online demo,
please visit www.secondcrm.com or
email us at info@secondcrm.com