

SutiCRM™

SutiCRM is an On-demand solution that allows you to automate the entire marketing and Sales process. It provides Managers a 360 degree view of the complete process. SutiCRM also allows you to automate all your sales follow up activities from one interface. The forecasting abilities always let you stay ahead of the changing wave.

Features include:

✓ **Marketing Automation**

SutiCRM enables an organization to manage Marketing activities including the option to launch and manage various campaigns such as email and print media campaigns. Prospect lists are maintained within the application and prospects can be converted to leads based on campaign or marketing activities.

✓ **Sales Force Automation**

SutiCRM gives the Sales team and Management a complete picture of all Sales activities. Within each opportunity, users can provide information about the opportunities including detailed forecasting and design win information. The forecast is rolled up across the company based on the defined roles and hierarchies. Quotes can be generated and sent to customers directly from the application.

SutiCRM provides a rolling 6 or 12 month forecast with additional options for adding Business Intelligence into the forecast. The "BI" component allows you to generate an intelligent forecast based on various market sector performance indicators.

✓ **Activity Management**

SutiCRM simplifies the follow up sales activities. It allows you to capture all the minute changes suggested during a call or discussion quickly in the form of notes. Record all call logs and maintain clear communication.

✓ **Analytics**

With built in reports and dashboards, Sales Managers and Executive Management have the data "real time" enabling them to make quick decisions in a fast changing environment.



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