

## **BPA CRM 2010**

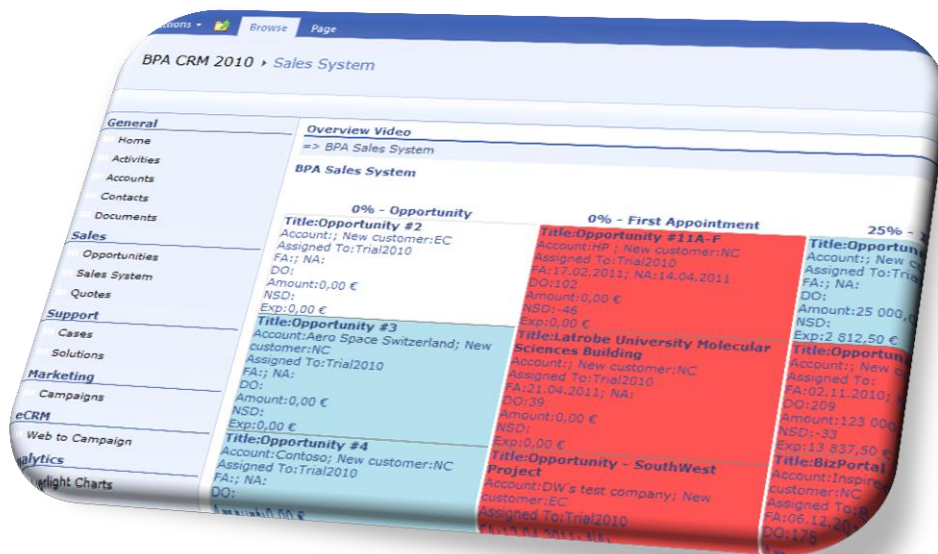
### **Bringing EFFECT to SharePoint**

Award winning BPA CRM is a unique and complete CRM solution built on SharePoint. It's affordably priced, easy to use, easy to integrate, easy to customize and easy to align with business processes and it fills a gap that currently exists within the Microsoft CRM market.

BPA CRM is an – Easy – Flexible – Fast – Economic – Capable – Trendy – CRM solution that will bring huge **EFFECT** and outcome to your SharePoint environment.

### **Customers are your most valuable asset**

BPA CRM is a customer-centric solution where you'll track all interactions with your customers, improving customers' satisfaction. Taking care of your client's expectations is the best way to deliver the right products and services to your customers.



### **Boosting Sales Performance**

BPA CRM provides your sales team with a unique selling system based on a proven methodology successfully applied by 500,000+ users. Be sure that your reps are tracking the right opportunities and maximize revenues. Give your managers a powerful tool to pilot sales meetings and get very accurate forecasts.

### **Targeting the right persons at the right time**

Give your marketing staff a simple tool automating marketing processes, reducing manual work, and increasing productivity. From a marketing campaign marketing people can easily target the right invitees, send a mass email or prepare invitation letters directly in

the browser. Participants can register directly from your web site.

### **Supported customers are happy customers**

It's easier to retain customers than winning new ones. Giving a premium support to your customers will increase satisfaction. Satisfied customers will bring additional revenues to your company. Customer requests coming from different channels like email, web, BPA Self-service will be automatically centralized and tracked in BPA CRM avoiding manual work and increasing efficiency.

### **Be productive on the road**

Mobile users will work with the system almost like sitting in the office. All relevant data can be accessed remotely from a mobile device. Data synchronization is not needed improving data consistency and productivity.



## Automating Processes

The tool provides guidance to end users filling in consistent data in the system. In the background the workflow engine will drive user's data through the planned workflow steps reducing processes' lifecycle and improving efficiency.

## Measuring Success

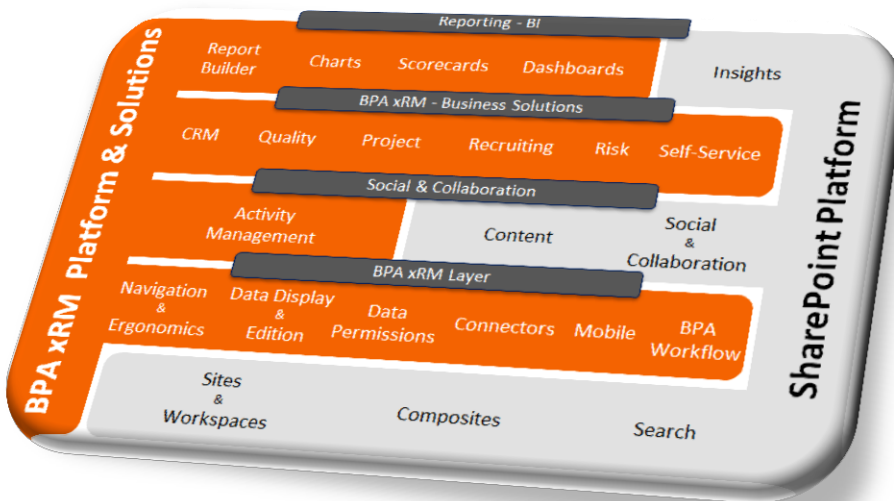
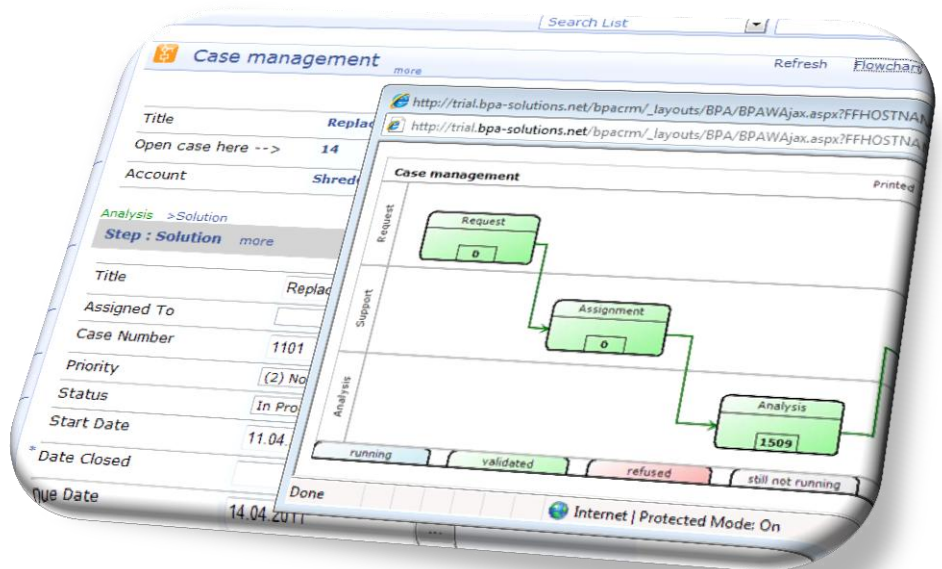
Different reporting tools will tell end users and managers about processes' efficiency. Colored flags give end users instant information about their relevant metrics. Scorecards and graphical charts instantly tell managers about important numbers and KPIs. SharePoint provides additional tools for advanced business intelligence.

## Leveraging your SharePoint Experience

Improved ergonomics, a simple navigation, enhanced layers to display and edit data will leverage user's experience compared to standard SharePoint. Connectors will help you linking BPA CRM with Outlook, your web site, BPA Self-service portal or your existing systems (e.g. ERP...).

## Grow with your Needs

BPA CRM is an open solution that will grow with your needs. You can add your own features or purchased third party web parts. Because it's so easy to customize you can be sure that your business solution will constantly evolve with your needs with no technology risk.



## Built on BPA xRM Platform

Think. Configure. Ready. The BPA xRM platform complements the robust and scalable Microsoft SharePoint collaboration platform with coherent features driving business efficiency. Functional people can design powerful business solutions in hours and with no need of IT people.

## Extend to other BPA xRM Solutions

Each BPA xRM solution has the same features and ergonomics. Therefore you will get a very high user adoption when extending your application to others out-of-the-box BPA xRM solutions like Risk management, Project management or Quality management.

## Deployment

BPA CRM is available for SharePoint Services, Foundation or Server 2007 or 2010. On-premise or hosted deployments are possible.

## Contact

For more information or enquiries, call us at +41 32 710 17 07, or connect to [www.bpa-solutions.net](http://www.bpa-solutions.net) for a free trial or free videos.