# 8thManage® CRM

Comprehensive Features for Large Corporations
Speed, flexibility and low cost for SMBs

8thManage CRM contains the full complement of traditional CRM features:

Customer Contact Management	Sales Automation	Marketing Campaigns	Service Management

Additionally, all the innovations of a modern CRM suite are included:

On-demand **eSurvey** to capture segmentation data

Survey

Survey
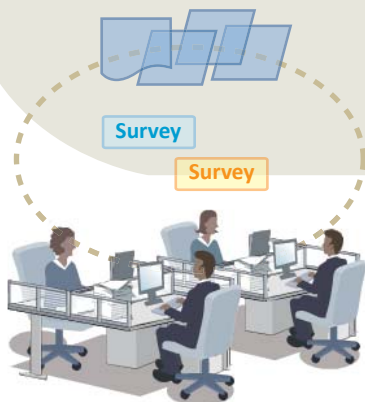
Embedded **Action** to boost sales performance

CRM History, Trends and Paradigm Shift

CRM (Customer Relationship Management) and its previous incarnation, SFA (Sales Force Automation), have been around for over 20 years. In the early 1990's, 400 vendors sold contact management software to automate the sales force. By 1996, the newly available 32 bit Windows environment, high-performance database and object-oriented programming created the impetus for SFA to evolve into CRM. By 1999, the number of CRM vendors shrank to 40; this number has remained unchanged since that time. Today, users can expect a modern CRM system to offer the following:

- Customer contact management
- Sales force automation
- Marketing automation & campaign management
- Service management

Users demand KPI on dashboard, cell-phone support and application integration to HR, logistics and other mid-office and back-office applications.

Many vendors have had some success with upgrades and offer adequate features to meet these requirements. A few innovative vendors, however, have eclipsed and surpassed the pack by offering business suites based on the One-Design-One-System principle, of which CRM is a critical component. Wisage Technology is one of these innovative companies.
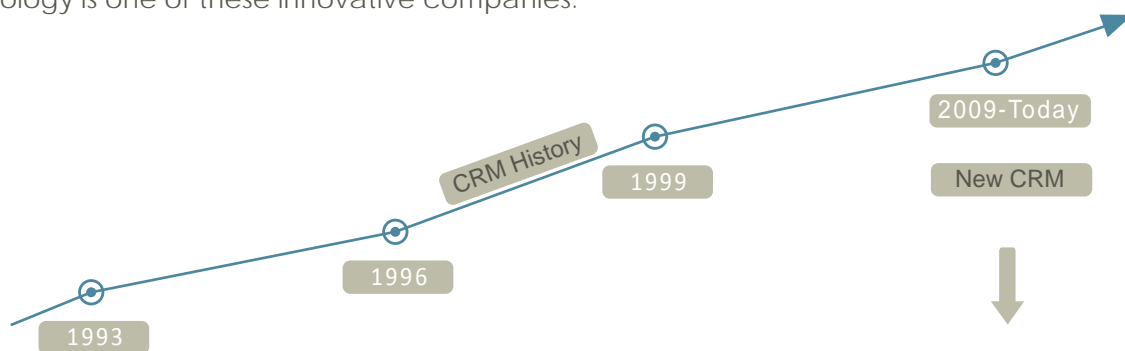
- Wireless Computing
- Embedded Actions
- Multiple Dashboards & KPI
- On-demand eSurvey
- Global Search
- Outlook Integration & Synchronization

Wisage Technology is a developer and service provider for high performance business solutions. It was founded in June 2004 by three veteran technology and business application experts.

Stephen Law, founder, CEO and chairman of Wisage Technology has over 20 years of leadership experience in software/IT business and has held executive level positions at Bell Labs, Perkin Elmer, Concurrent Computer, Digital Equipment, Citibank, Perot Systems, InterWorld and Hong Kong Exchanges and Clearing before taking up the helm at Wisage Technology. Such experience allowed Stephen to gain in-depth insight on the latest technology and the intricacies of business application requirements which are critical in designing the next generation of business solutions.

8thManage is Wisage Technology's integrated business suite designed to fully meet the business users' complete requirements. The WisageTech design team took full advantage of cost and performance benefits of the latest hardware platforms, and the inherent advantages of open systems designs. An end-to-end business solution, encompassing CRM (Customer Relationship Management), Product Management, Procurement & Supplier Automation, HR Management, Document Management and Finance Management was launched in late 2008. Further refinements to improve usability and to add functionalities produced a new business suite product, 8thManage FAS (Full Automation Suite) that can be used out-of-the-box with minimal user implementation efforts. 8thManage CRM is a key and critical component of 8thManage FAS.

Wisage Technology

8thManage CRM

- Customer-oriented
- High-quality & cost effective product
- Strong R&D team
- Professional services

8thManage CRM Advantages

8thManage CRM offers many advantages relative to traditional CRM:

- **Low Cost** – Apart from being low cost itself, 8thManage CRM runs on low cost, high performance Windows platforms. Using 8thManage CRM, the user can minimize the deployment of other business software. This means the costs associated with upgrading and maintaining disparate applications is completely eliminated.

- **Deployment Flexibility** – 8thManage CRM is built on the One-Design-One-System (ODOS) principle and is a critical component of a business suite. All the applications within the suite are designed and developed together to share a common database and a common user interface. The user can deploy as many or as few modules as required, and maintain a balance between functionality and cost. When business conditions warrant the addition of more functionalities, additional modules can be licensed and switched on to provide the required services with minimal adjustments. All 8thManage modules are always "in place and ready" and can be deployed simply by "inclusion" with minor configuration changes.

- **Integrated Operation** – 8thManage CRM modules are designed to work together and to share data. Disparate system data redundancy and concurrency issues do not occur. Because data is shared system-wide, advanced features such as Global Search, Global Action List, Business Map, which consolidate and present information from across different application modules can be implemented as standard features, adding much value to the suite.

- **Ease of Use** – 8thManage CRM based on real-time web-based ODOS offers another important benefit. Because of this architecture, business data is appropriately connected and listings and summary reports are provided with links for drilling down to any level of detail. These are similar in style to regular listings and reports, but the links offer the depth that the user needs to run the business. You literally can "View Entire Enterprise Performance on One Screen" and as you wish, "Drill to Any Level of Detail". 8thManage CRM offers a friendly user interface with "self-configurable multiple dashboards", Microsoft Outlook integration, mobile phone support, online-chat and automatic alert & escalation that enables the user to interact with the system anywhere and anytime.

| Low Cost | Deployment Flexibility | Integrated Operation | Ease of Use |

In the past, business applications were expensive; maintaining them and keeping a trained staff to maintain them was equally expensive. Despite the many benefits that they offer, business software was mostly affordable to the bigger companies.

SMBs mostly use spreadsheets and simple point solutions, such as accounting packages and HR packages, and could not enjoy the benefits of a full business suite.

8thManage CRM is a low cost, high performance sales tool that works out-of-the-box, is very easy to use, and is ideally suitable for growing companies. For organizations with little to no baggage of legacy systems to worry about, data migration may simply mean loading spreadsheet data into 8thManage. They can adapt 8thManage quickly and confidently.

Even for customers who are already using legacy applications, the benefits of ODOS far out-weigh the effort. The cost savings that can be achieved, together with the increased functionality gained, makes the adaptation of 8thManage CRM a no-contest proposition.

In rapidly growing economies such as China, India and Brazil where smaller companies grow into big companies quickly, business executives need business management software that can help them not only now, but also business management software that would scale to support them when they are big companies. 8thManage CRM with the ODOS architecture is just the right business software for the job.
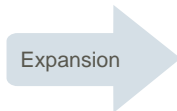
Sales Automation　　　　　　　　　**Full Enterprise Automation**

Marketing Automation:

- Sending Marketing Messages via Email Campaigns
- Campaign Result Tracking & ROI Tracking
- Marketing Cost Management & Performance Tracking
- Sales Lead Generation

Sales Automation:

- Client and Leads Management
- Opportunity Management
- Quotation & Deal Management
- Sales Process Management
- Sales Performance Management
- Assignment Map by Group
- Global Action List by Client
- No-Action Alert & Escalation

Customer Information & Contact Management:

- Breadth of Information Coverage
- Depth of Information Coverage
- Exploring New Opportunities Using 8thManage BI

Service Automation:

- Standardized & Personalized Services
- Real-time Information & Knowledge
- Service Quality & Client Satisfaction
- Service Cost & Return Management

Embedded BI for Market Segmentation:

- Customer Information Data Capture
- Customer Segmentation
- Real-time Capture

Sales Force Automation

Service Management

Marketing Campaign Management

Technology & Best Practice

Client & Contact Management

Business Intelligence