



Mobile CRM – mCRM

Mobilizing CRM OnDemand

With CRMIT® & CRM++™

Key Features:

- ✓ Account & Contact Management
- ✓ Calendar & Activity Management
- ✓ Opportunity Management
- ✓ Lead Management
- ✓ Service Request Management

Key Highlights:

- ✓ Sales force automation (SFA)
- ✓ Field service management
- ✓ Information at your finger tips
- ✓ Making a Mobile Difference
- ✓ Platform independent

Contact Information:

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Work More Efficiently: Enhance sales effectiveness with secure data access, capabilities that let sales staff maintain only the data they need on their mobile devices.

Deploy mCRM Anywhere: The deep forms customizations available with Mobile CRM now can be used wherever your mobile users need them most.

CRMIT's Mobile CRM allows you to view, edit, and add contact and account details, take notes, schedule meetings, complete activities, update opportunities, and review service request information, all from a handheld device. You can easily access key customer information using quick lookups or filtered searches. CRMIT's Mobile CRM enables account, contact, opportunity, and service request from handheld devices so employees always have access to the most up to date customer information, whether in the office or on the road.

WORKS WITH ANY WEB-ENABLED PHONE OR DEVICE

mCRM provides users the ability to view, create and modify CRM data on any Internet-capable device¹. It can be used with any mobile Web browser, including Small class and Smartphone's, Palm-powered handheld devices and RIM Blackberry devices.

SPEED: Experience agility. Because mCRM is a web application, users experience enhanced capabilities and quick response times, even with low internet speeds

FULL SALES, MARKETING, AND CUSTOMERSERVICE FUNCTIONALITY

mCRM is an easy-to-use extension of CRM. This web-client application, capable of supporting multiple languages, benefits users by allowing them to capture, track and store critical aspects of their sales, marketing and customer service activities while away from the office. Standard and custom entities are supported, including Account, Case, Campaign, Leads and Opportunity

"In the past, the engineers would write up the [service call] information and send it to headquarters for data entry. The reports would pile up, and it might take days, weeks or even months to close out the calls," that resulted in delayed billing and slower restocking of the parts in repair trucks.

With the Mobile CRM on Demand, you can enjoy Hosted CRM solutions from everywhere in the world, anytime you want. Whether you're vacationing in London, or you just finished brokering a deal with a client in Moscow, Mobile CRM On Demand is always there of

Being on the road doesn't have to mean being out of touch. mCRM mobilizes your CRM. That way, mobile professionals are always connected to their critical information—including contacts, accounts, tasks, leads, opportunities, cases and other CRM information. And since users can update information immediately after completing a task, phone call, or email, management can stay on top of important customer developments as they happen.

Available When and Where You Need it: Get the data you need when you need it. mCRM makes the most of the convenience and portability of mobile devices to provide a tool you and your sales force will be eager to use.