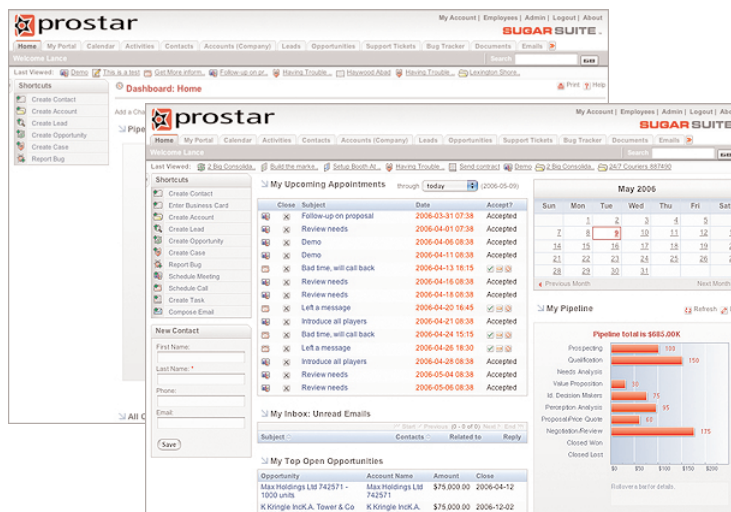# prostarCRM

On Demand CRM for Sales Professionals

The First CRM SaleForce Automation Software that instantly and intelligently distributes leads to the best sales agent every time!

With Promero's hosted customer relationship management software, ProStar CRM, companies can rapidly integrate sales, marketing and customer service departments while increasing the effectiveness of business performance.

ProStar CRM is open source. The customer relationship management features are easily integrated and customized with call center and lead management software ProStar CRM provides lead generation, sales forecast, manage and analyze advertising campaigns, call distribution and more. ProStar CRM is easy to use and extremely affordable.

For companies that are looking for a web based customer relationship management system, ProStar CRM On-Demand is an affordable, on-demand CRM software solution that offers an integrated view of critical customer information in real-time. ProStar CRM On-Demand solutions leverage the power of the Internet, providing your sales, marketing, and customer care teams with the tools they need to sell more and provide industry-leading service.

FOR THE SALES PRO
• Improve Win/Loss Ratio
• Monitor Account Activities
• Improve Sales Pipeline Management
• Track Contacts and Events
• Improve Work Flow

FOR THE EXECUTIVE
• Be Up and Running Quickly
• Forward Looking Visibility
• Improve Market Share
• Monitor Wins and Losses
• View Enterprise via Customized Dashboards
• Cash Flow Projections

FOR THE SALES MANAGER
• Develop More Profitable Campaigns
• Gain Efficiencies In Call Centers
• Drive More Informed Decisions Across Sales Teams
• Real Time Lead Distribution Across Sales Teams
• Forecast Sales

FOR THE IT MANAGER
• Deliver Consistant Customer Service
• Easily Administrate Business Functions
• Fully Integrated to Web, Telephone, Call Center Software
• Open Source for Easy Customization
• Easy Integration with Legacy Systems

If you do not have an IT staff to manage your CRM system and are comfortable with housing your customer information outside of your firewall, ProStar CRM On-Demand is your solution of choice. ProStar CRM helps you rapidly integrate your sales, marketing and customer departments and increase the effectiveness of your company's business performance. You'll turn every customer interaction into a profitable opportunity and share information across your enterprise in real-time.

For more information: call 888.204.0822 or email sales@promero.com

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The Benefits

Improved Management of Customer Service
The reporting function allows managers to monitor agent or group performance. This comprehensive reporting lets you examine, in an instant, all activities related to customer or vendor interactions.

Maximize Agent Productivity
The intuitive browser-based user interface reduces the agent system training time and cost. Also, customer's information and transactional history is instantly displayed, saving the time the agent would need to get familiarized with the client's situation.

Improved Customer Satisfaction
With customer profiles immediately displayed for an agent, the level of customer services increases, as does the satisfaction of the client.

Increased Management Awareness
Keep track of who, what, where, and when customers are buying your products. Browse log files detailing customer information such as items bought, pages viewed, and more. Monitor the work flow and status of an employee or team across multiple locations. Managers can be alerted to tasks that have been not been completed by their scheduled due date.

Predictable Costs
Because the basis of the relationship between Promero and your company is a contractual Service Level Agreement (SLA), the monthly subscription fee for software, infrastructure, operations support and application services is predictable.

Scalable
Your company can start small and instantly grow without waiting for deployment of costly equipment or adding additional personnel to engineer a system to meet your new requirements.

More Transparent
Unlike closed, proprietary systems, ProStar CRM™ On-Demand Software does not constrain you to a limited number of integration points. The software's visible code provides you with complete transparency into the application and the database, so that you can integrate customer data wherever it's needed to run your business. There are no hidden fees, no hidden costs, and no hidden code.

More Flexible
As your business becomes more complex, one-size-fits-all hosted CRM software solutions may not suit your strategic goals. ProStar CRM™ On-Demand is the only on-demand CRM software solution on the market today that offers a seamless transition to an open source, on-premise deployment. If your needs change down the road, your CRM investment won't get left behind.

More Secure
With ProStar CRM™ On-Demand, we can get you up and running quickly. Ease of entry doesn't come at the cost of security. ProStar CRM™ On-Demand also offers a more secure environment compared to other hosted CRM software solutions because the data, application and API's are managed independently.

The Features

Lead Management
Lets users organize all the necessary information to effect superior administration of sales and service leads. This is tightly integrated with task management.

Task Management
Maintained by the generation and execution of tasks from all customer or vendor contacts. Tasks can be assigned to other individuals or departments and can be automatically generated and/or escalated based on business needs. Manage clients and leads, projects, escalation and sales pipeline.

Surveys
Available for better management of information such as quality assurance or customer service. Surveys are customizable so that questions and answers are structured or free flow. Surveys allow for precise analysis of customer climate and centralized access of data when and where it is necessary.

Process Automation
Allows for better utilization of sales personnel. Superior follow up, transaction tracking and demographic tracking allows for focused sales efforts. Manage quotes, forecasts, reports and prospects. Transaction History Available within the primary customer screen giving users instant access to customer information.

Management Reporting
Available from within the CRM for quantitative analysis and graphical representation of data. Reports are customizable to meet the needs of different management levels and departments.

Web Integration
For self administration of user profile data gives customers the ability to make personal data changes without human contact.

ProStar CRM On-Demand not only improves the effectiveness of your entire business, but it significantly reduces sales, marketing and administration costs:

• No up-front investments in hardware or software required.
• 24-hour secured access from any location in the world: Only a Web browser and Internet connection required. No software install required on any computer (desktop or server).
• Ease of management: no need for full-time system administrator or internal IT support.
• One price provides everything: application, support, daily data backups and upgrades. Save thousands of dollars from traditional on-site CRM solutions such as Sage CRM, SalesLogix, Microsoft and Siebel.

ProStar CRM offers dedicated On Demand hosting capabilities, managing backup and maintenance with 24 hour monitoring. Your only focus can be set on using SugarCRM's powerful technology to build your business while we maintain the system for you. In time, the flexibility of Prostar will allow you to migrate from our hosted services to your own servers if (and when) you wish to do so.

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