



AlphaLogix
the logical choice

INFOR™

KEEP FOCUSED

Winning new customers is important... but **retaining** them is critical to sustainability and **growth**.



Customer Relationship Management is not an option

In the commercial world the importance of retaining existing customers and expanding business is paramount. Customer relationship management (CRM) helps businesses to gain an insight into the behaviour of their customers and modify their business operations to ensure that customers are served in the best possible way. In essence, **CRM helps a business to recognise the value of its customers** and to capitalise on improved customer relations. The better you understand your customers, the more responsive you can be to their needs.

Implementing a CRM system is not an option these days, it is an essential requirement for business survival. With the hundreds of choices confronting professionals today, too many people are simply putting off making a decision. The objective at **AlphaLogix in conjunction with Infor**, is to provide insight into the benefits of an effective CRM solution to help you the customer make an informed business decision. SalesLogix is a proven contact management product that is taking businesses to the next level.

The integrated Swan Link

“With its unique link to the Infor ERP Swan Sales Order Processing Module, SalesLogix (SLX) seamlessly tracks order details at every stage of the order cycle, allowing you to manage, forecast and report throughout each phase.”

John Lee, Infor Global Solutions

Alphalogix and Infor have together developed an integrated solution from Sales Enquiry to order completion.

- Sales staff out on the road can input sales opportunities via their laptop or using SLX mobile on a blackberry or PDA.
- This opportunity and all relevant information is then synched back to the main server and appears on the SLX CRM system for staff in the main office.
- Swan finds the opportunity in SLX, updates all product data and then creates customer assets within the SLX CRM system



Some of the benefits of effective CRM are to:

- help sales people manage and close opportunities
- give sales managers a complete view of the pipeline and to automate sales forecasting
- safeguard ownership of the sales pipeline, a key company asset
- make sure that your organization has a full picture of every sales process and opportunity
- provide a complete picture of every customer to those that need it within your organization
- run and track the effectiveness of marketing campaigns
- provide better service for your customers



Ultimately the benefits lead to:

- enhanced customer satisfaction and retention, ensuring that your good reputation in the marketplace continues to grow
- increased value from your existing customers and reduced cost associated with supporting and servicing them

Once your business starts to look after its existing customers effectively, efforts can be concentrated on finding new customers and expanding your market. The more you know about your customers, the easier it is to identify new prospects and increase your customer base.

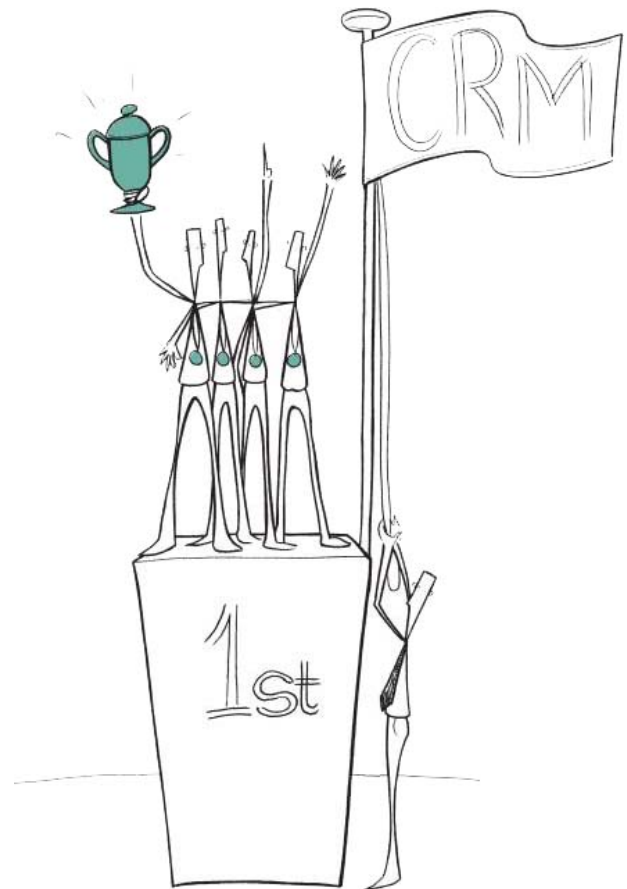
Even with years of accumulated knowledge, there is always room for improvement. Customer needs change over time, and technology can make it easier to find out more about customers and ensure that everyone in an organisation can exploit this information.

The better a business can manage the relationships it has with its customers the more successful it will become. Therefore IT systems that specifically address the problems of dealing with customers on a day-to-day basis are growing in popularity.



Over 300,000 users at over 8500 companies worldwide

Award-winning Sage SalesLogix is the CRM solution that enables businesses to acquire, retain, and develop profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty. With more than 300,000 users at 8,500 companies worldwide, Sage SalesLogix is the leading CRM solution for small to medium-sized businesses and divisions of larger enterprises, and is part of the Sage Software family of integrated business management solutions.



Sage's [SalesLogix](#) product has won numerous industry awards since its launch and also been named among Customers top product picks as "Product of the Year". This achievement honours companies that demonstrate technological advancements in their products and provide their users with improved user experience and a return on investment.

[SalesLogix](#) is successful in the SMB market and the many awards received recognise Sage's leadership and ability to meet the specific CRM needs of small and medium-sized organisations. Sage continues to provide quality solutions based on customer needs in the CRM and business management segments.

FUNCTIONALITY

Sales - Allows automation of some sales processes

Marketing - Manages campaigns and performs detailed market analysis

Customer Service - Logs customer calls and tracks actions

Support – Allows efficient management of all customer requests



"SalesLogix has become a driving force in our business. It's enabled us to create a valuable picture of our clients' buying history and preferences and therefore, deliver an improved service and generate greater revenue."

Dr Peter L Clarke, Managing Director, LibraPharm Ltd



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