

# Unlock the value in your customer database.



To learn more about our  
cloud-based solutions, call

**1800 779 964**

## The dilemma

You want to create innovative cloud-based sales and marketing tools that provide customers, suppliers and resellers with advanced functionality and access to their data, but that data is locked away in mission-critical applications, such as CRM or ERP software. And these systems either don't offer a web platform to create customised online solutions or it's seriously cost prohibitive to do so.

## The alternative

switched-on group specialises in creating cost effective, totally customised cloud-based solutions designed to access valuable data locked away in your existing applications. We have the software tools, expertise and experience to build powerful and user-friendly partner portals that improve relationships and productivity between your customers, suppliers and resellers.

## The implementation

Our Runway cloud-based software platform (CRM, SFA, CMS, Email Marketing) is a flexible middleware and front-end environment that extracts data to create functionality-rich online experiences. It's cost-effective, can be developed rapidly, and because there's no need to change mission-critical software, it won't get your IT department offside.

# Imagine the sales and marketing possibilities



### Your CRM/ERP

It may be safe and secure but it doesn't give you the freedom and customisation you need to leverage the data.

### **Runway**

Interfaces with your CRM/ERP to cost-effectively realise your full sales and marketing potential.

### Channel marketing solutions

Build a unique cloud-based sales and marketing resource centre for your sales channel. A secure place for resellers to upload their sales data, use approved co-branded email templates and microsites and track the progress of their sales and marketing campaigns.

*Get consistent branding through the channel, increase sales*

### Process collaboration tools

Provide central access to stakeholders that share information and processes. They can upload and share documents, follow strict processes with approval milestones or access messaging. You can include automation such as email notification and exception reporting based on actions or inaction.

*Reduce administration costs, improve production speed and reduce costly mistakes*

### Prospect or Customer e-commerce portal

Provide a secure place for prospects and customers to view and approve quotes and select product preferences. Manage customer relationships with two-way online dialogue that increases customer satisfaction and loyalty.

*Reduce cost of sale, increase customer service, differentiate from your competitors*

### Custom cloud-based CRM

Most sales reps don't need a full-blown CRM and are often confused and distracted by the complexity. However, we can rapidly build a custom cloud-based CRM that features only the functions and processes vital to managing prospects and customers.

*Higher user compliance, better reporting and more sales*