



**MOBULA**  
CRM



## COMPANY INTRODUCTION

Bahria Enterprise Systems & Technologies is Microsoft Certified Partner and global provider of onshore and offshore custom software application development, packaged systems, and IT consulting services, with state-of-the-art software development infrastructure and high Quality Assurance standards. We capitalize on our experience, R & D capabilities, understanding of specific industry workflows, processes and domain expertise in developing/deploying futuristic technology solutions.

We have a state-of-the-art software development facility with most experienced team of talented, committed, and highly qualified software development professionals who have diversified exposure to both public and private sector organizations in the field of finance, logistics, defence, investment and commercial banking, manufacturing and technology, including international, multinational, non-governmental and multilateral organizations. Our team members have been through the same struggle the IT departments of most organizations are going through today, dozens of times over the past several years, in numerous industries. We know what works and what does not. We also know how to take advantage of web and object-oriented technologies to build scalable, maintainable, extensible solutions, which will not only meet but exceed client's needs and expectations for uptime, performance and functionality.

BEST also has a dedicated team of skilled and motivated software quality assurance experts who constantly keep clients perspective in focus i.e. testing code iteratively until ultimate quality is achieved from the end users point of view.

Our technology leadership team has over 200 combined years of experience in advanced information technology, including business process analysis, application development, project and program management, enterprise-wide information architectures, e-Business solutions, MIS consulting, IT strategy development & execution, disaster recovery & business continuity planning, systems integration and IT management & governance.

BEST is a truly client-centered company. We believe that our project is complete, only when the client is totally satisfied.

### MOBULA CRM

Our Mobula is a web-based, highly efficient and rapidly deployable CRM for businesses with client-centric approach to develop and manage strong initial and ongoing relations with customers in a professional manner. It greatly helps businesses manage their Campaigns, Sales Force, Help Desk, Products, Vendors, Price Books, Sales Quotes, Orders and Invoices very conveniently, efficiently and cost effectively.

## What is CRM?

Customer Relationship Management (CRM) is an integrated information system that is used to plan, schedule and control the pre-sales and post-sales activities in an organization.

CRM embraces all aspects dealing with prospects and customers, including the call center, sales force, marketing, technical support and field service. The ultimate goal of CRM is to improve long-term growth and profitability through better understanding of customer behavior.

## Why Mobula CRM?

Mobula CRM is web-based application which is platform independent, available anywhere/anytime, highly efficient, scalable, deployable and customizable.

Mobula CRM can be integrated with E-mail client, Call Center and Customer portal.

**Strong Support Team:** Our support team can help you get the most out of Mobula CRM professionally by getting the beginners up and running, giving advanced users guidance with more complex usage; offering advice and support for each step along the way.

We provide extensive training to give you all the skills and knowledge you need to use Mobula CRM effectively and creatively.

## KEY Features

### Sales Force Automation

- . Lead Management
- . Account & Contact Management
- . Opportunity Management
- . Sales Quotes
- . Sales Invoicing

### Customer Support & Service

- . Trouble Tickets
- . Issue Resolution
- . Seamless Communication with all Stakeholders FAQs
- . Auto-generation of FAQs converting to Knowledge Base

### Marketing Automation

- . Campaign Management
- . Mass Mailing
- . E-mail Templates
- . Mail Merge Templates

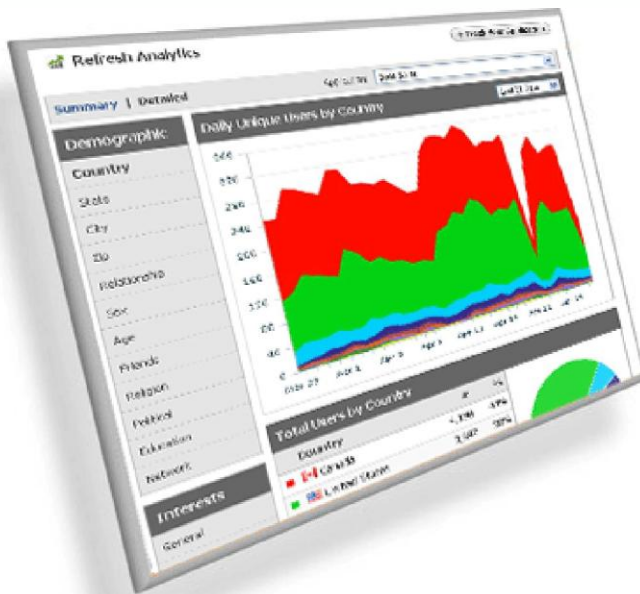
### Inventory Management

- . Products Catalog
- . Price Books
- . Vendor Management
- . Purchase Orders
- . Sales Orders
- . Invoice

### Activity Management

- . To Dos, Meetings & Calls
- . Recurring Events
- . Shared Calendar
- . Activity History
- . E-mail Notifications
- . Notes





#### Productivity Add-ons

- . Email Client
- . Outlook Plug-in
- . Office Plug-in
- . Thunderbird Extension
- . Customer Portal
- . RSS Feeds

#### Reports & Dashboards

- . Key Metrics
- . Customizable Reports
- . Pre-built Reports
- . Customized Reports Builder
- . Pre-built Dashboard
- . Customizable Dashboard

#### Product Customization

- . Custom Fields
- . Form Layout
- . Pick Lists
- . Custom List Views
- . Drag & Drop Modules
- . Currency customization
- . Workflow Management

#### Security Management

- . User Management
- . Profiles
- . Roles
- . Groups
- . Access Control

## Find Out More

If you want to learn more about how BEST can help your organization drive new growth, attain operational excellence, and enhance competitive agility with CRM contact us or visit our Web site at [www.best-bf.com](http://www.best-bf.com)



## Contact Us



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