SuperOffice CRM Integration

SuperOffice CRM is a flexible and scalable CRM solution with Integration into PK Manufacturing offering rich functionality within Sales Force Automation, Marketing Automation, Office Automation, CRM reporting and analysis.

FUNCTIONALITIES

- Office Automation
  - Generation and Archiving documents.
  - Integration to web pages.
  - Synchronization with wireless devices.
  - Integrates seamlessly with MS Office, Outlook/Exchange, Lotus Notes and Smartsuite, StarOffice and other office automation tools.
- Document Management
  - Integration to virtually any document.
  - management system (DMS) through plug-in architecture.

- Workflow
  - SuperOffice CRM supports the definition of pre-defined procedures, processes and methodologies. This provides the user with a clear perspective as to the status of a sales opportunity, marketing campaign or project.
- Industry Solutions
  - Available in various industry solutions including: manufacturing/distribution, automotive, legal, insurance, public services, financial, pharmaceuticals, consulting services and building construction.
- Customer Panorama
  - Ability to bring relevant information from all your systems together providing a complete picture of the customer within the SuperOffice user interface resulting in a 360-degree view of your customer relationship.
- Business Intelligence
  - A range of standard and tailored reporting capabilities within activity management, opportunity management, campaigns, projects, etc.
  - For data analysis capabilities, SuperOffice offers TARGIT, a powerful business intelligence solution with a pre- defined CRM data warehouse model.
- Implementation and Education Services
  - A full range of services related to SuperOffice CRM solutions are available. The SuperOffice CRM Implementation Method is a custom designed methodology based on 14 years of experience.

- CRM Application Framework Developer Tools
  - Available for partners and customers to build enhanced and customized solutions.
- Customer Data Integration
  - SuperOffice meets business critical synchronization demands through the CRM Application Framework. A comprehensive set of tools are available to suit individual needs as well as a number of pre-defined link modules.

INTEGRATION WITH PK MANUFACTURING

- SuperOffice makes "REST-like" requests to PK Manufacturing and the information requested is then formed into, and presented as, an HTML table that they display in the bottom half of their customer master window.
- This integration serves up the following information in the SuperOffice solution,
  - Addresses
  - Credit Calls
  - Invoices
  - Quotes
  - RMA's
  - Salesorders
  - Shipments