

Building Asian Economies

Second CRM – On Demand Customer Relationships

May, 2012

How



Low Cost CRM Solution for Asian SME's



Why we are doing this

Survey Results

- ❑ Asian countries are booming, export being the main driving force, but barring the top companies, many small guys struggle while dealing with mature and professional businesses outside
- ❑ 70% SME's don't use automated quotes or invoices, 80% don't even have complete profile of their Customers and more than 50% don't even know what a CRM is and what it can do
- ❑ SME's are afraid of buying Servers & Software, hire IT Guys and the problems that come with software - version upgrades, backups or system crash, data loss - et all
- ❑ There are few good On Demand Service providers but Asia or rather Asian SME's don't seem to be the focus



What are we doing

Second CRM – On Demand Customer Relationships

- ❑ Designed for Small & Medium Enterprises, who have never used any automated tool other than *MS Excel - Everybody's First CRM*
 - Sales Force Automation
 - Marketing Automation
 - Customer Support
 - Invoicing & Payment
 - Purchasing & Inventory Tracking
 - Reporting & Analytics
- ❑ On Demand, No Investment on Servers or Software, No hassles to hire IT Guy, Secure Server, Automated daily backup, No Data loss
- ❑ 100% focus on Asian companies, local languages, local support, affordable pricing
- ❑ Our vision is to become Salesforce.com of Asia



What SME's can do with this

What CRM can help Do

- ❑ Share sales data across individuals and teams
- ❑ Create and execute campaigns across marketing channels
- ❑ Capture leads directly into CRM, Generate automated Quotes, Invoices & Payments
- ❑ Manage schedule, calls, meetings and emails from a single location
- ❑ Centrally manage and share all customer service issues
- ❑ Create real-time reports and dashboards on any CRM metric

No Excuse for not using it

- ❑ On Demand – No need to buy any Server or Software, just start using it
- ❑ Easy-to-use, customizable, can use it Any Time, Any Where or on Any Device
- ❑ Free Trial, Online Activation, Support, Pay As you Use, Stop Whenever you Want
- ❑ Secure Servers, Automated daily Backups, No Data loss
- ❑ Multiple Editions – Starting from RM20 per user per month



What is OUR Vision

FOR Asians BY Asians

- ❑ 100% Focus on Asia
- ❑ System supporting all Asian languages & currencies
- ❑ Local support number, talking in local language
- ❑ Local bank account for easy & comfortable payment

To cover 10+ Asian countries in next 3 years!!



What is OUR Strategy

Working with Partners

- ❑ Complementary Software Providers (e.g. Accounting, Call centre)
 - Up Sell, Integrated Product, One on One Sale



- ❑ Complementary Service Providers (e.g. Telcos, Hardware)
 - Bundled Package with Broadband/PC/Server
 - Online Marketplace



- ❑ Trade Associations & Other Bodies (in every country)
 - Free awareness half-day workshops





What is OUR Strategy

Second CRM OYB Workshops

☐ Organise Your Business

www.secondcrm.com/oyb

- Half day, FREE awareness workshops for SME's



Where & When

Date: Every 2nd & 4th Wednesday, starting January 11, 2012 *.

Venue: Plug & Play Technology Gardens, Level 7, The Gardens South Tower, Mid Valley, Kuala Lumpur, Malaysia

Phone: +603 8315 6101 (SoftSolvers office)

▪ Learn:

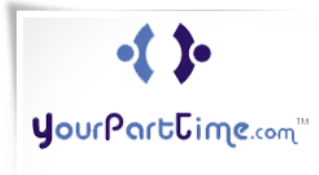
- What is Customer Relationship Management
- How to use CRM Software, with hands on training
- About govt incentives to Reduce your initial Cost

Note: Currently OYB Workshops are held only in Kuala Lumpur, Malaysia.

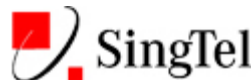
What we have DONE so far



Clients



Partners





What we have DONE so far

Awards & Achievements



Top Finalist in Echelon 2011, Singapore, Asia's largest Startup event



Asia Top 50 Apps 2010, E27 Singapore



2010 Silver award for Best CRM Implementation, CCAM Malaysia

Industry Accolades



and its just a beginning ...

Thank You

Questions & Answers

For more info and online demo, please logon to

www.seconddcrm.com

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