MALLATS
GLOBAL SOLUTIONS

EVERY POTENTIAL REALIZED

Marketing
Management

Forms & Documents
Management

Unlimited Customers

CUSTOMER
RELATIONSHIP
MANAGEMENT
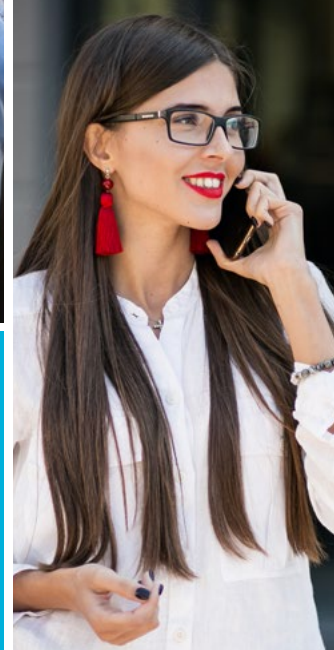
THE TOTAL SOLUTION SYSTEM FOR YOUR BUSINESS

CONTENTS

Marketing Management

Posting Alerts

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
"Every Potential Realized"

Mallats Customer Relationship Management (CRM) Module covers the complete cycle of sales module from creation of Customer Account, Contact, Lead & Opportunity Follow-up, Quotations and Order to Invoice Generation.

The Marketing module can plan, manage and track the marketing campaigns from development to launch. The Customer Services module includes the Contracts, Case Management and Service Scheduling with online Customer Interaction and Feedback .

Why Mallats?

Product Specific:
- *Centralize Customer Information*
- *Automate Marketing Interactions*
- *Provide Business Intelligence*
- *Facilitate Communications*
- *Track Sales Opportunities*
- *Analyze Data*
- *Responsive Customer Service*

Product General:
- *Business Intelligence Reporting*
- *In-Built Document Workflow*
- *Bi-Lingual Arabic/English*
- *Powerful Security Control*
- *Fully Integrated ERP*

Technologies:
- *Intranet / Internet based*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Customer Relationship Management Functionalities:
- Sales Module
- Marketing Automation Module
- Customer Services Module
- Analytics and Reports

SALES MODULE

Sales Module provides the comprehensive sales management where the entire sales cycle from Lead to Project Finalization can be managed.

Companies can define their own sales cycle with unlimited number of levels and defined schedules.

Unique Features

Product Specific:
- *Unlimited Customers*
- *Unlimited Sales Flow Levels*
- *Unlimited Documents*
- *Multi-level Scheduling*
- *Sales Tracking*
- *Management Level Dashboards*

Product General:
- *Supports Document Attachment*
- *Posting Alerts (Emails, sms..etc)*
- *Bi-Lingual Arabic/English*
- *Powerful Security Control*

Sales Module can be used to track the progress of Sales Lead with total control using schedules and workflows.

All supporting documents like quotations, purchase order etc. can be attached to the sales tickets.
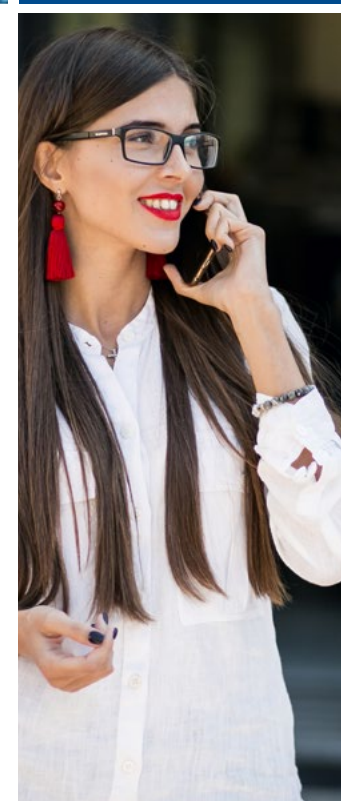
Technologies:
- *Intranet / Internet based*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Sales Module Functionalities:
- Sales Flow Management
- Schedules Management
- Documents Management
- Customer Database Management

Forms & Documents Management

Customer Services

Schedules Management

Unlimited Customers

MARKETING AUTOMATION MODULE

Marketing Automation Module as the name suggests automates your entire marketing department and related activities. Users can define complete marketing campaigns electronically and execute it using preset schedules. The corporate website can also be managed.

Unique Features

Product Specific:
- *Unlimited Customers*
- *Unlimited Marketing Campaigns*
- *Multiple Correspondence Types*
- *Website Update & Management*
- *Marketing Statistics*
- *Management Level Dashboards*

Product General:
- *Supports Document Attachment*
- *In-Built Approval Workflow*
- *Posting Alerts (Emails, SMS..etc)*
- *Powerful Security Control*

Marketing Automation has a built-in functionality of bulk e-mails and messaging which can be scheduled to be sent automatically to all or set of customers. A comprehensive database of customers or potential customers can be managed in the system.

Technologies:
- *Intranet / Internet based*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Marketing Automation Module Functionalities:
- Correspondence Management
- Campaigns Management
- Website Management
- Customer Database Management

CUSTOMER SERVICES MODULE

Customer Services Module automates your entire customer services and related activities. Customer Service areas can be pre-defined in system and limited or full access can be provided to customers based on customer type or services used. A comprehensive yet easy to use Customer Support Portal is also available as part of the system.

Unique Features

Product Specific:
- *Unlimited Customers*
- *Unlimited Service Categories*
- *Multiple Correspondence Types*
- *Customer Support Portal Update*
- *Customer Communication*
- *Management Level Dashboards*

Product General:
- *Supports Document Attachment*
- *In-Built Document Workflow*
- *Posting Alerts (Emails,SMS..)*
- *Powerful Security Control*

Customer Services Module has built-in functionalities of e-mails and messaging which can be scheduled to be sent automatically to all or set of customers.

Technologies:
- *Intranet / Internet based*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Customer Services Module Functionalities:
- Customer Support Portal
- Customer Service Levels
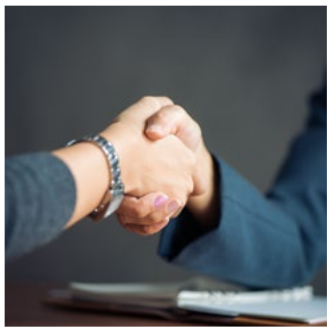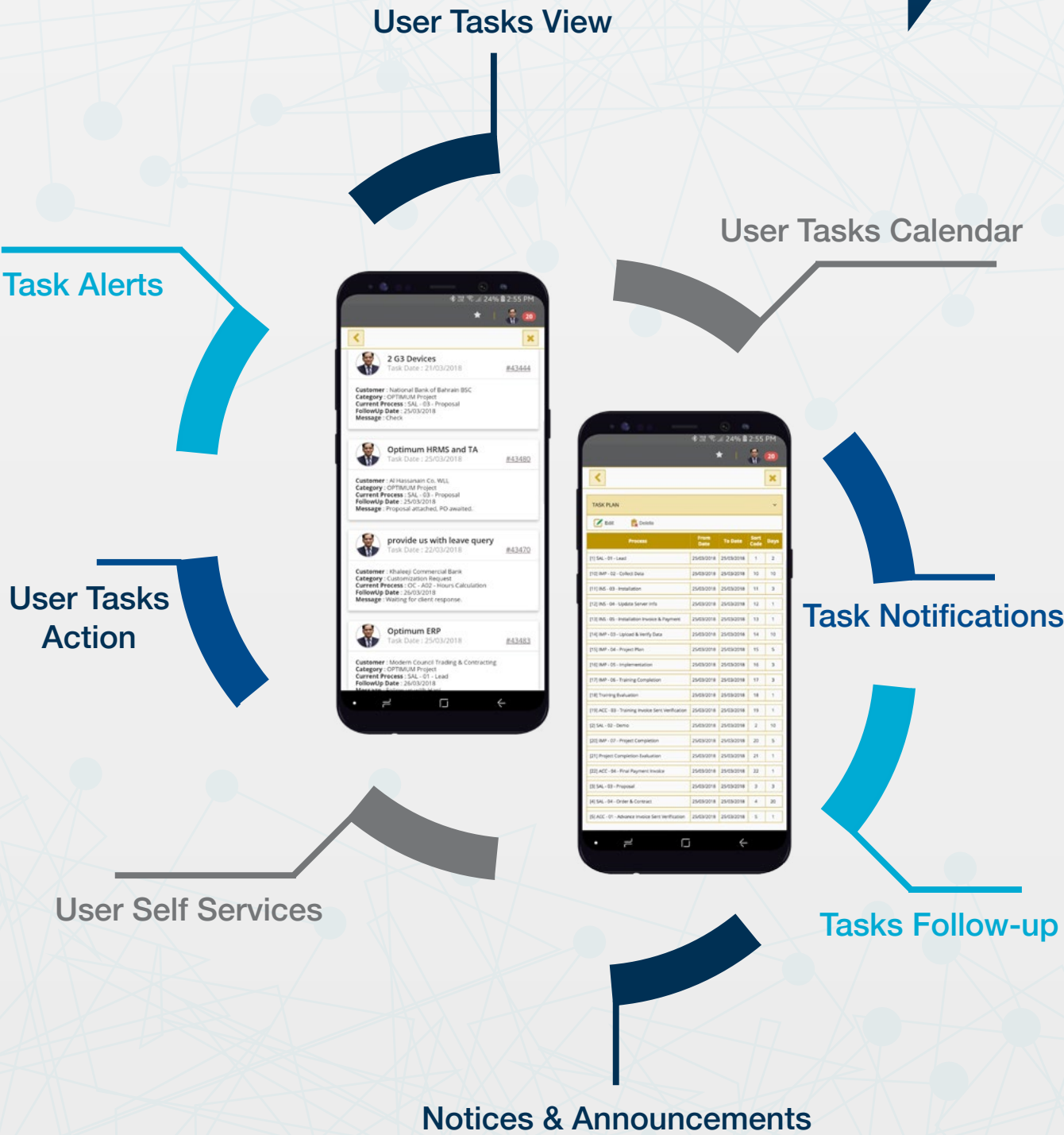- Customer Support/Service Tickets
- Customer Communications

Charts & Graphs

ANALYTICS & REPORTS MODULE

Analytics & Reports Module provides most comprehensive analysis and reports with regards to customer relationship management. Users can design their own reports with statistics regarding sales trends, marketing, customer services etc.

Unique Features

Product Specific:
- *Unlimited Reports*
- *Dag & Drop Columns/Rows/Data*
- *Employee Family Documents*
- *Report Filters*
- *Charts & Graphs*

Product General:
- *Supports Document Attachment*
- *In-Built Approval Workflow*
- *Posting Alerts (Emails, SMS, etc.)*
- *Powerful Security Control*

Analytics & Reports Module has built-in pivot and standard reports which can be designed easily with drag and drop functionality.

Reports can be saved in system and refreshed for different periods or criteria.

Technologies:
- *Intranet / Internet based*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Unlimited Reports

Analytics & Reports Module Functionalities:
- Pivot Reports
- Standard Reports
- Dashboards

Employee Family Documents

CRM MOBILE APPLICATION FEATURES

User Tasks View

User Tasks Calendar

Task Alerts

User Tasks Action

Task Notifications

User Self Services

Tasks Follow-up

Notices & Announcements

Trading Management

Inventory Management

Financial Management

Time & Attendance

ERP

Procurement & Supply Chain

HRMS

Marketing Automation Module

Customer Relationship Management

Analytics & Reports

Sales Module

Customer Services Module

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Kingdom of Saudi Arabia

Sultanate of Oman

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