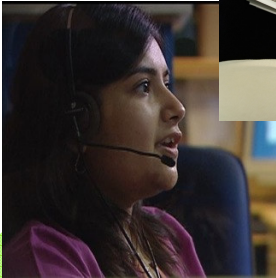


Experience Impel CRM NOW! Sign up for a FREE 30-day trial!



## Impel OnDemand - Hosted CRM

All the CRM Functionality You Need. With zero hassles.

Impel OnDemand is an integrated, hosted CRM solution that helps you and your salespeople spend more time Impel CRM provides access to critical data in real time, any time, any where, on any device.

**Make quicker sales** Shorten sales cycles with integrated access to contacts, leads, opportunities, quotes, orders and more.

**Improve field effectiveness** With Impel Mobile, salespeople can be where they need to be - in the field! Leads, Prospects, Activities, even Tickets are available on most mid-range mobile phones.

**Improve sales efficiency** Take control of the leads your salespeople are following. Regardless of which salesperson is here today, gone tomorrow.

**Forecast revenue** Track and analyze your sales pipeline accurately, so you plan your business more effectively.

**Market better** Track and analyze your marketing campaigns effectively and identify cross-sell and up-sell opportunities.

**Improve customer satisfaction** Improve the overall customer experience. Manage service contracts, tickets and incidents, all in one place.

**And all this, worry-free** Do away with the hassle and the costs associated with maintaining hardware, software, databases, etc. Everything is hosted, everything is available from anywhere, at any time.

..... and much, much more!

### Why Impel OnDemand?

Because we understand that

**every business is different!**

#### True Value for Money

- Pay per-user, so no up-front capital expense
- No ongoing cost of hardware, software, database, etc.
- Completely risk-free, with no long-term contracts

#### Flexible Configuration

- Truly mirrors your sales process, just the way you want it!
- "Zero-programming" configuration meant for non-tech people
- Configuration can be done by you or our partners

### Profit with CRM

More than 70% of sales leads are never followed up, while 43% of those purchase what they enquired about within 13 months. **Source: Cahners Publishing**

Companies that retain 5% more of their customers, can boost profits a minimum of 25%. **Source: Bain and Co.**

Over 80% of generated leads are never followed up on or are dropped or mishandled. **Source: Aberdeen Group**

An 11% reduction in dropped/lost leads, combined with a 1% improvement in lead-to-order conversion rate, increased annual gross profit by 136%. **Source: BtoB Magazine.**

## Hosted CRM

*We got off to an immediate start with Impel OnDemand. It's so simple to use that our staff got productive right away. Thanks to the integrated CRM, we get a complete 360° view of our customers. And with the configuration, we've got all our sales process steps mapped into Impel. This is great.*

**National Sales Director, a leading MNC**



## World-class, India-specific

Impel is a completely integrated CRM solution built specifically for the Indian SME sector. Extremely easy-to-use and very affordably priced, Impel's OnDemand model ensures that SMEs focus on their business, without having to worry about the hassles of deploying the software in-house. With in-depth functionality for sales force automation, marketing and campaign management, customer service management, quote management and order management, Impel is a complete solution for an Indian SME.

## Simple, Affordable, Pay-as-you-go

Impel is a hosted solution that significantly reduces your total cost of ownership. A single monthly price gets you everything you need – an integrated CRM application, support, training, backup, security and more – without an initial capital outlay for hardware and software or the need for a dedicated system administrator. Impel scales beautifully as your organization grows – you can add users quickly and easily.

## Start using Impel NOW!

With Impel, you can start using the software immediately - sign up, sign in, succeed, without slowing your IT Department's productivity. With its easy-to-use interface, your teams will be up and running with minimal training. And the online help is always available, apart from email and phone support.

## Access anywhere on any device

Impel is an integrated CRM solution that gives your sales, marketing and customer service teams fast, up to the minute access to vital customer data – no matter where they are located. With Impel OnDemand, you can very easily give your field force access to customer data via PDAs and cell phones. With all information being on a central repository, you have a complete view of your sales and service operations as they happen.

## Win more deals than your competition

Impel OnDemand helps you reduce sales cycles dramatically and close more deals faster. Since Impel can be configured to completely mirror your unique selling process, companies can easily track and measure specific sales objectives and milestones. This can help you locate and eliminate potential bottlenecks that typically stretch the sales cycle. With the ability to share data and success stories between sales people, team selling becomes much more productive and efficient, saving time and leading to increased sales.

## Acquire higher-quality leads

Track and measure every marketing program, from e-mail campaigns to outbound call center operations, and take control of your marketing budget. With Impel, your inside sales team now has a clear view of how campaigns have worked. And therefore, to cross-selling and up-selling opportunities. Of course, they can now pass along

much better qualified leads to your field sales.

## Keep Customers Happier, Longer

With Impel you can easily build customer loyalty and decrease customer service costs. With full access to service requests, ticket status, order status your service staff can provide information quickly and efficiently. With access to warranty and AMC information, your service staff can become a source of additional revenues.

## Built, Supported, Hosted - in India

Hosted in a Level 3 Data Center in India, Impel has multiple layers of security, behind industrial strength firewalls and spam filters, ensuring that your data is completely protected. With separate database instances for each customer, there is absolutely no co-mingling of data. And your data is secure - 128-bit SSL encryption, regular automatic back-up, clustered, fail-over servers - everything that's needed to make sure your business keeps growing.

### Impel Features and Functions

- ❖ Sales Functions
  - Accounts, Contacts, Opportunities, Activities, Enrolment
- ❖ Customer Support
  - Tickets, KB, FAQ, Customer Portal, Partner Portal
- ❖ Sales Management
  - Territories, Leads, Quotas, Forecasting
- ❖ Business Functions
  - Quotes, Orders, Invoicing, Collection, Shipping
- ❖ Products
  - Catalog, Inventory, Categorization, BOM, Website Integration
- ❖ General Functions
  - Email Integration, Group Calendaring, Content Management
- ❖ User Security
  - Organizations, Roles, Security, Administration

