# Apparel +CRM

**Online Buying Houses and Agency Management**

*A Smart Tool to manage your Agency Business online*

## AXON INFOSOFT INDIA (P) LTD.,

Pioneer in Apparel & Textile Solutions

# A P P A R E L - C R M

## Customer Relationship Management - For Buying Houses & Agencies

## About Axon

Axon Infosoft, a leader behind the automation efforts of the Apparel and Textile industry in India has been incorporated during the year 1994 by a team of young and dynamic professionals with a perfect blend of Technical, Marketing and Administration skills.

Axon Infosoft., aims to harness the power of Information Technology to provide comprehensive solutions to all its customers. Axon Infosoft offers a broad spectrum of highly innovative software solutions and services across various segments of IT, which include Enterprise Solutions for Apparels & Textiles ( ERP, CRM and SCM Solutions), E Commerce Solutions ( B2B & B2C Portals), Developmental Services, GPS & GIS Solutions, IT Enabled Services, Off-Shore Services, Business Process Outsourcing Solutions and HR Consultancy.

Axon Infosoft has more than 1000 man-years of software development experience and is in the field of IT for more than 10 Years. Axon having its clients across various countries worldwide and has learned the process of effective project management and its life cycle includes Case Study, Documentation, Quality Control, Time Management and Customer Support. Axon has established Strategic Alliances with Technology leaders and enduring relationships with its clients and business associates.

Axon Infosoft's vision is to empower the Apparel & Textile industry through its great software any time, any place and on any device. As the pioneer company for personal and business computing, Axon strives to produce innovative products and services that meet our customers' evolving needs. At the same time, we understand that long-term success is about more than just making great products but to deliver the right solutions in the right time by understanding the customer needs thoroughly.

Axon Infosoft's goal is to ensure its most advanced Apparel and Textile enterprise product lines to reach out the global markets and create innovative, world-class software solutions that match to the International quality standards.

## Apparel + CRM Overview

The Apparel + CRM Suite offers a comprehensive, affordable and customizable collection of CRM applications, designed exclusively for the Buying houses and agencies to facilitate their operations by virtually managing their business over the web. This 100% web-based, full functioning CRM application enables you to make your marketing, sales order management, order planning and scheduling with Time & Action calendar, schedule tracking, Quality & Inspection Update, Invoicing, Receivables & Payables, Supplier Rating... etc by streamlining processes and building solid relationships with your customers and Suppliers. With it, you can build knowledge-based marketing, sales, order & approval schedules, production status update, quality & Inspection management, schedule Vs Actual 's tracking with a secured and synchronized view of orders, status, quality watch, approvals, shipment Info., receivables and payables etc... Few of the Benefits include:

- 100% web-based, providing multi location access from different parts of the world and efficiently manages the business.
- CRM your way - flexible customization options that allow you to tailor the product to your specific needs.
- A central data repository that cuts across the entire organization, providing a single, 360-degree view of order history & supplier performance.
- Instant updates to the customers and self from marketing to dispatch with T & A Calendar enhances business efficiency & productivity.
- Access and Management of data online providing easy synchronization of data.
- Rapid deployment and easy customization with our powerful e Workbench tool.
- Lower cost of ownership and faster recognition of Return on Investment.
- Intuitive and easily scalable for the User Groups to learn and handle the software with appropriate data entry routines.
- Proactively pushes information to users and automates dialog with customers, rather than the simple storage of static data.
- Enhances effectiveness of a company's website by integrating it with the Customer Relationship Management System.
- Secured Login gateways to varied user groups of different regional locations to the application with appropriate access rights.

The Apparel +CRM Suite is an integrated customer relationship management solution that consists of three seamlessly integrated process components and one rule-based communication tool that work together to help you manage your complete customer orders.

# Apparel + CRM Modules :

## MARKETING (PRE-SALES)

| FORMS | REPORTS |
|---|---|
| • STYLE CREATION | • STYLE SUMMARY ** |
| • ENQUIRY STYLE, MEASUREMENT CHART, INSTRUCTIONS, ASSORTMENTS & SHIPMENT | • ORDER CONVERSION STATUS |
| • ENQUIRY ELEMENTS | • ENQUIRY LISTING |
| • QUOTATION / FOLLOWUP | • QUOTATION DETAILS |
| • FOLLOWUP SUMMARY / STATUS | |
| • SALES ORDER PROCESSING (POST SALES) | |

## SALES ORDER PROCESSING (POST SALES)

| FORMS | REPORTS |
|---|---|
| • BULK ORDER SHEET GENERATION STYLE, ASSORTMENTS, MEASUREMENT CHART, INSTRUCTIONS, CHECKLIST, DELIVERY | • TECHNICAL REVIEW AUTO EMAIL |
| • SAMPLE ORDER SHEET GENERATION | • ORDER REVIEW - AUTO EMAIL |
| • SHIPMENT ENTRY | • ORDER ACKNOWLEDGEMENT |
| • UPDATE TO THE MARKED USER GROUPS | • ORDER SUMMARY ** |
| • L / C ENTRY | • ORDER TRACKING & AUTO UPDATE** |
| • ORDER ELEMENTS | • L / C SUMMARY |
| • JOB ORDERS ALLOCATION | • SHIPMENT STATUS & UPDATE |
| • MARGIN ENTRY COMMERCIAL REGISTER | |

## PLANNING & SCHEDULING (T & A)

| FORMS | REPORTS |
|---|---|
| • TIME & ACTION SCHEDULE ( 3 Layers ) | • SCHEDULE UPDATE |
| - PROCUREMENT | • BUDJET Vs ACTUALS REPORT |
| - APPROVAL | |
| - WORKS (PROCESS & PRODUCTION) | |
| • BUDJET MONTHLY / ITEM WISE WITH VALUE | |

## INSPECTION & DESPATCH

| FORMS | REPORTS |
|---|---|
| • INSPECTION | • INSPECTION SUMMARY |
| • DESPATCH ENTRY WITH VESSEL INFO. | • DESPATCH DETAILS |

## INVOICE & ACCOUNTS

| INVOICE | ACCOUNTS |
|---|---|
| • EXPORT INVOICE | • BILL COLLECTION |
| • SUPPLIER INVOICE | • MARGIN COLLECTION |
| • CUSTOMER INVOICE | • PAYMENTS |
| • MARGIN BILL | • CLAIMS |
| • CREDIT NOTE / DEBIT NOTES | |

## MIS REPORTS

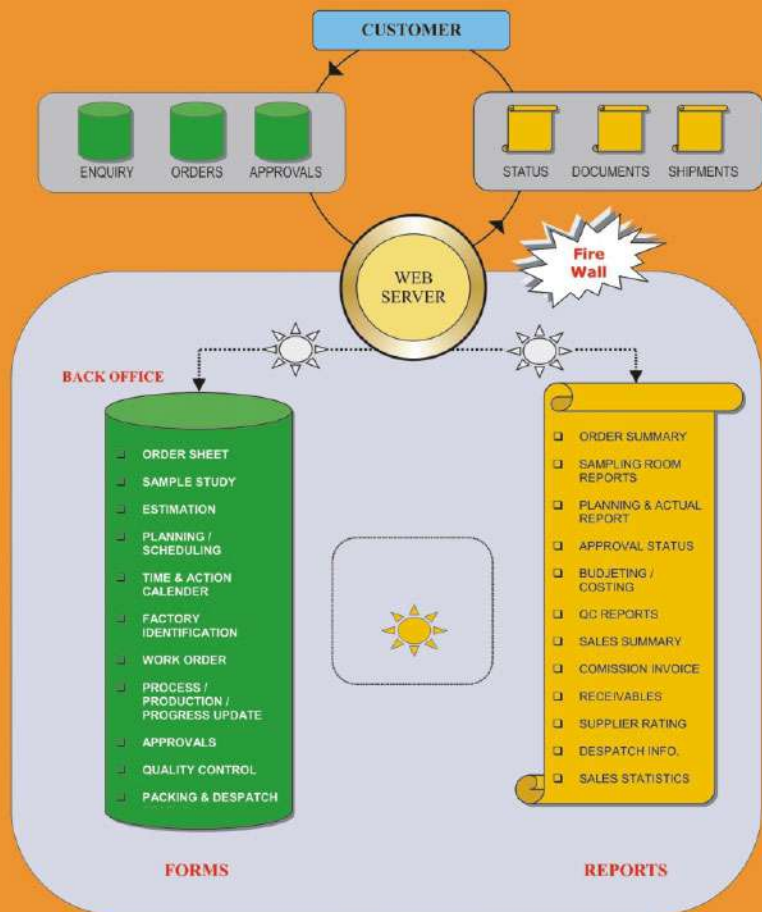| FORMS | REPORTS |
|---|---|
| • ENQUIRY SUMMARY & STATUS | • TIME & ACTION STATUS |
| • QUOTATION SUMMARY & STATUS | • BUDJET & ACTUALS |
| • ENQUIRY FOLLOW UP'S | • INSPECTION SUMMARY |
| • SALES ORDER SUMMARY BULK / SAMPLE | • DESPATCH STATUS |
| • JOB ORDER SUMMARY & STATUS | • BILL COLLECTION |
| • MARGIN DETAILS | • MARGIN COLLECTION |
| • SHIPMENT TRACKING SUPPLIER, COMMISSION | • INVOICE DETAILS EXPORT, |
| • CLAIMS | |
| • REDIT NOTE / DEBIT NOTES | |



## APPAREL + CRM (BENEFITS) :

- Multi Company, Multi Location Options
- Multi Level User Log on Facility
- User Entry Log Report Generation
- Drill Down MIS Query Filtration
- User Configurable Reporting Menu Option
- Alerts & Pop Up's with Deviation Notification Mailers
- Automated E Mail configurable & triggering function
- Online Buyer Log on Query with filtration levels
- Progress Board with Automated Time & Action Schedule Calendar
- Order Margins, Performance Statistics Report
- Supplier Rating
- Regional Performance & Business Profit Report

## Apparel + CRM : Overview

· **Marketing (Pre Sales) :** Create, Execute and Track true 1-to-1 marketing campaigns and enquiries that are generated time to time from different sources.

· **Sales Order Management :** Capturing all the relevant information's of the Buyer order which includes style details, measurement chart, I/c details, assortments, shipment schedule, margins and job order allocations.

· **Planning & Scheduling :** Enables to make a Time & Action calendar on three layers like procurement, approval and works layer and automatic update on all these functionalities on completion.

· **Quality, Inspection & Dispatch :** Provides option to key in all the Quality and inspection details of the order and then shipment entry been gets updated.

· **Status tracking & Support :** Tracks the status of each and every order at every stage and provide exclusive MIS reports for their clients with individual logins.

· **Invoice & Accounts :** System provides options for four types of invoices like export invoice, supplier invoice, commission invoice and margin bill creation. The financial modules track the collections on margin and bills receivables along with the payments. The claims and debit notes are generated from this module.

· **E-Office :** Keep control of all your e-mail's, business enquiries, follow up's, order acknowledgement, schedule definition and status update, dispatch info. and commercials and maintains your calendar daily.

**Apparel+CRM** is a complete software, which takes care of all the important aspects of your Agency operations. Its user interface makes it simpler and easier to get into the software and generate any form of MIS reports.

### APPAREL + CRM - FUNCTIONAL FLOW