InfoStreet Raises the CRM Ante

Finally, Instantly Deployed CRM and On-Demand Go in the Same Breath

Wednesday, 21 June 2006

InfoStreet Inc., creator of the fully managed, on-demand IT software suite, StreetSmart, announces the addition of their newest Web-based application - Sales Force Automation and Customer Relationship Management (CRM).

One of the largest additions to StreetSmart scheduled for this year, the CRM application is ideal for sales and customer service departments because it allows users to manage their clients, prospects and contacts centrally and efficiently.

All information is centralized and online, and can be securely accessed from anywhere there is a Web browser. Information can be tracked at three interrelated levels, Contacts, Organizations, and Opportunities, each with its own events, status, comments, history and follow-up actions. Categories, subcategories and data fields in each section can be customized online, with a few button clicks, to match the specific needs of any business.

StreetSmart CRM is available beginning June 20, 2006. Existing customers as well as those who sign up to use StreetSmart by July 31, 2006, will automatically receive free use of the StreetSmart CRM add-on through Oct. 31, 2006.

"With StreetSmart, the browser is your office," said Siamak Farah, CEO and founder of InfoStreet. "No matter where you are, you can control your entire operation. This one-stop solution just got richer, enabling you to access your sales contacts and client data instantly and effortlessly."

Key CRM Features

Key features of StreetSmart's CRM include:

- SHAREABLE CONTACT DATABASE - The core of the StreetSmart CRM solution is a shareable application that allows users to store everything they know about contacts, their organizations, and sales opportunities, as well as share that information with co-workers as needed.
- TRACKING BUSINESS OPPORTUNITIES - By tracking individual business opportunities, such as "Sell 500 Units to Aerotech Systems," managers gain an instant view of what their sales team is doing and which contacts they're interacting with. Users can view all of the business opportunities involving a specific contact or organization or a given category.

- GROUPING BY STAGE, INDUSTRY, AND GEOGRAPHY - All information can be grouped by stage ("Cold Call," "Meeting," "Contract Negotiation," etc.), by industry ("Textiles," "Law," "Software," etc.), by geography ("Southwest District," "Northeast District," etc.), or by any other custom-created hierarchy. Groupings can be used to better understand the market, and to focus a team.
- SEAMLESS CUSTOMER TRANSITION BETWEEN REPS OR DEPARTMENTS - StreetSmart CRM system tracks the complete history of every comment, every change, and every handoff related to a given contact, organization or opportunity, so that users have a complete record, eliminating the challenge that companies face when clients or issues are changed from team member to team member, or department to department. For example, once a contract is signed, customer support needs to know exactly what was discussed with the customer; and when customer support hands an issue to technical support, they both need to see the complete history of discussions with the customer.
- ACCESS CONTROL - The StreetSmart CRM solution can be configured as an open system (where every member of a team has full access), as a closed system (where users see only the information for which they are directly responsible) or any varying level in between. Additionally, access is automatically granted whenever a contact, organization, or opportunity is handed off between team members, ensuring that the owners of a given record will always have access to all the information related to that record.
- INTEGRATION WITH TASKS, CALENDAR, AND FILES - The StreetSmart CRM solution is fully integrated with the rest of the StreetSmart suite. Thus, the owner of a given contact can set up a recurring calendar event as a reminder of that contact's birthday or the tradeshows they attend. Likewise, the owner of a given opportunity can set up a workflow task to submit technical documentation to a potential customer, and can attach that documentation directly to the opportunity record for later reference. All of these attached tasks, events, and files move seamlessly to the new owner whenever a contact, organization, or opportunity is handed off, so that sales or support reps will know immediately if the customer was expecting a deliverable from the rep previously handling that account.
- INSTANT NOTIFICATIONS - Users can set up notifications for any piece of information that changes in the system. This means that the rep in charge of a given organization will be notified immediately if new data about that organization comes to light, even if it is posted by a rep in a completely different part of the world.
- CONFIGURATION & MANAGEMENT - The StreetSmart CRM solution is designed to be highly customizable by both the user and the system administrator. Every user can customize the information they see for every contact, organization, and opportunity they have access to. This customization goes as far as to allow the creation of completely new fields, such as internal industry codes. However, StreetSmart's CRM already comes pre-populated with NAICS industry codes. Each page of the CRM acts as an "at a glance" instant report of each salesperson's or CSR's accounts. And, the fields displayed on these screens are configurable to the preference of the

user.