



Delivering Business Productivity in the Cloud

Xarlesys Overview

Delivering **Business** Productivity in
the **Cloud**



- Xarlesys is a leading SaaS solutions provider helping customers leverage the power of cloud computing
- We help our customers increase productivity and business efficiency by helping them adopt world-class, on-demand solutions for their business process automation requirements
- With our offerings, our customers enjoy the benefits of world-class IT infrastructure, best-in-class industry solutions and the highest level of customer service.

Industry Solutions

Our ready to use Industry Offerings are built on our experience from several successful implementations in these industries

Real Estate

- Property and Bookings Management
- Partner (Brokers, Dealers and Agents) Management
- Payments and Brokerage Tracking
- Management & Operational Reporting and Analytics

Retail

- Online Marketplace (Shopping Cart) with Product Catalogue and Pricing
- Sales and Revenue Tracking
- Product Promotions and Loyalty Management
- Product Reviews and Feedback Management
- Integration with back-end systems for Stock/Inventory and Distribution

Hospitality

- Corporate Contracts
- Account Planning and Call Reporting
- Sales Targets/Quotas
- Bookings and Materialization
- Integration with backend systems for Bookings and Materialization information

xRE CRM

define | sell | manage

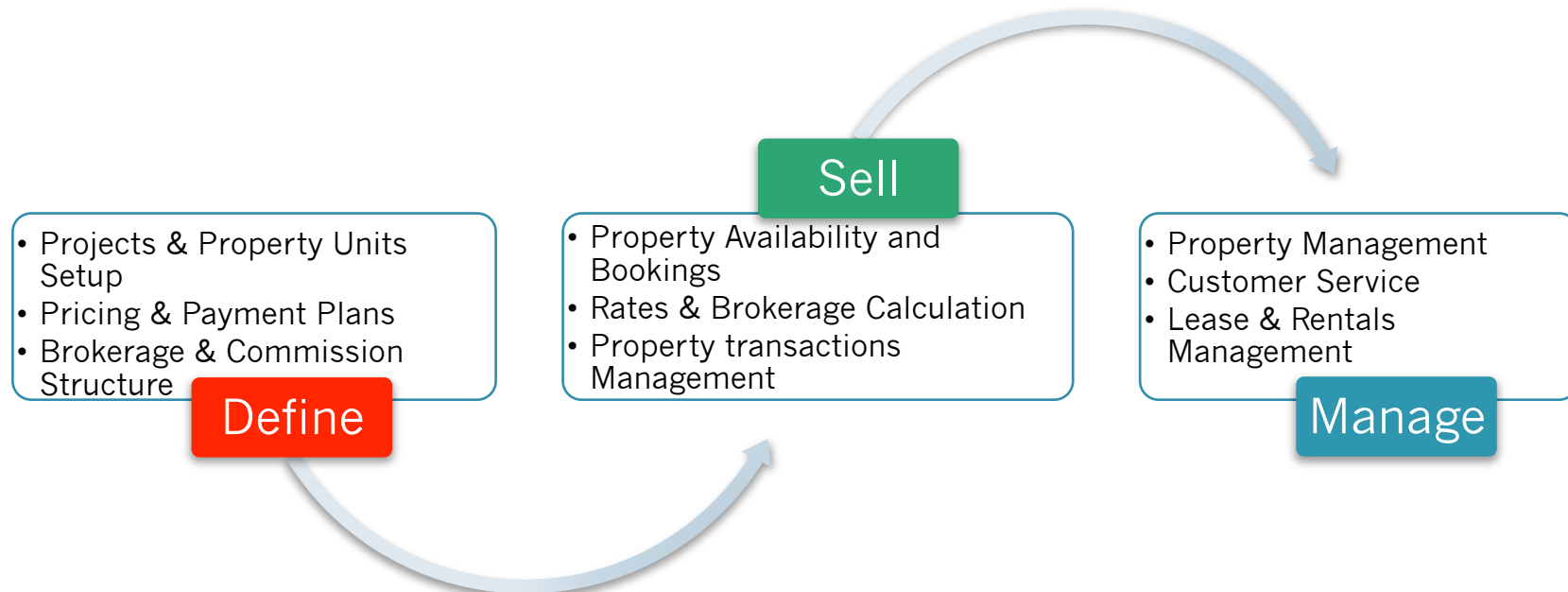
Powered By:



The most comprehensive ***Real Estate*** Management System on the Cloud

xRE CRM

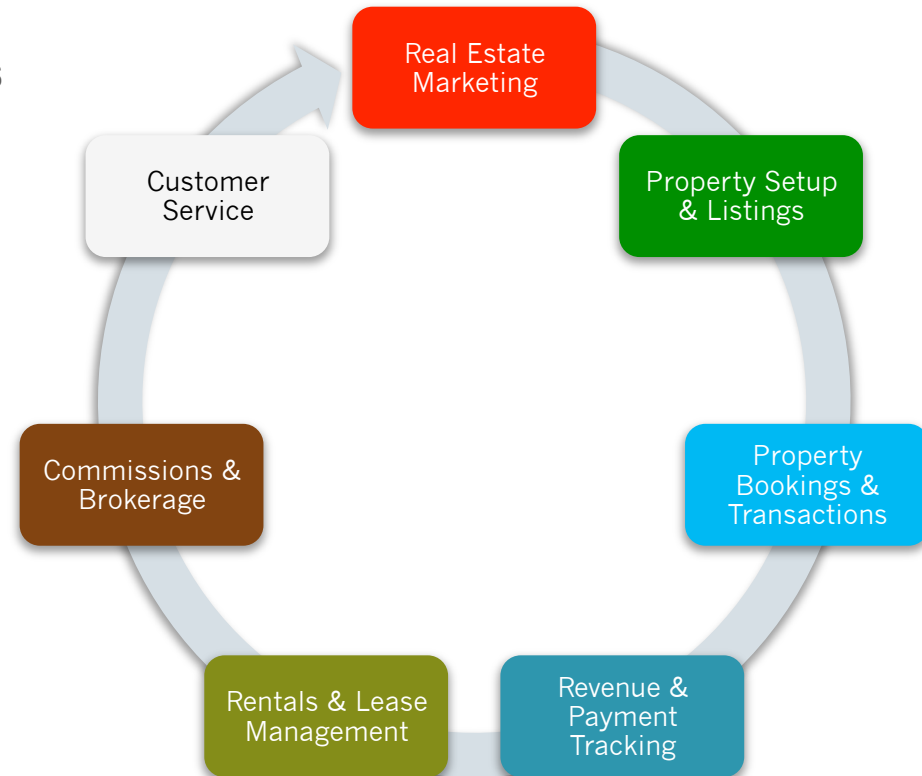
Built on world's best Cloud Computing Platform – *force.com**



- The most-comprehensive on-demand CRM solution for Commercial and Residential Real-Estate Developers, Brokers/Agents and Property Managers
- Best-in-class, next generation solution automating and streamlining key business processes for Marketing & Sales, CRM, Accounting & Finance and Customer Service

xRE CRM: Business Benefits

- Improve business efficiency by optimizing key operational processes
- Real-time visibility into Business Performance and Revenue
- Unblock potential funds of working capital with improved collections
- Drive higher customer satisfaction
- Scalable solution to support a rapid growth for a growing business



Complete	Date	Subject	Name	Related To
X	18/10/2010	<u>Review Revenue Forecast</u>		
X	22/10/2010	Pipeline Review		

Project Management



- Create Project Layout and Structure: Towers, Floors, Sectors, Streets, Plots
- Define Property Types offered by the Project and associated Payment Plans and Milestones
- Setup Property Pricing Rules including Brokerage and Commissions
- Manage Property Inventory and Check Availability
- Define Additional Charges associated with Properties: Basic Sales Price (BSP), Preferred Location Charges (PLC), Car Parking, Club Membership and Maintenance etc.
- Setup Brokers and Channel Partners associated with the Project

Project Detail [Edit] [Delete] [Clone] [Sharing]

Project Name	Hi-Tech Greens	Owner	Jack Collins [Change]
Project Code	HT23	Booking Start Date	23/9/2010
Project Status	Under Construction	Construction Start Date	23/9/2010
Type	Residential	Expected Completion Date	30/9/2012
Property Types	Apartment; Residential Floor		
Car Parkings	1		

Project Accounting Configuration

Brokerage TDS (%)	5.00%	Payment Grace Days	20
Interest Rate (%)	10.00%	Is Simple Interest	☒
Payment Bouncing Charges	INR 500.00	Area Range Prescribed (%)	200.00%
Calculate Additional Brokerage	☐		

Cost Planning

Marketing Budget	INR 3,500,000.00	Estimated Cost	
Approved Mkt. Budget			

Analytical Snapshot

Properties Snapshot

Active properties(4)

Mkt. Budget Meter

25% —

Available(1)

75% —

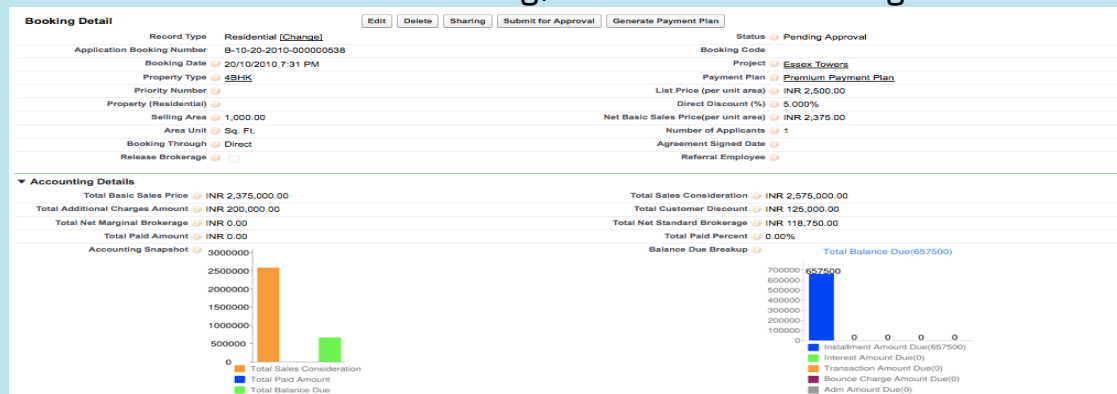
Allotted(3)



Bookings & Revenue Management



- Create Booking Requests for Commercial (Floor, Offices, Plots, Warehouses) and Residential (Apartments, Plots) Property
- Manage Booking Applicants, Booking Installments, Additional Charges, Booking Ledger (Accounting) etc
- Lease Management and Dues
- Booking Transactions Management involving Data Capture, Approvals and Complex Calculations (for Charges etc) for various Transactions involved in the lifecycle of a Property Booking from Request to Possession (or Handover).
 - Eg. Allotment of Property after Booking, Re-Allotment/Reallocation of Property, Cancellation of Booking, Transfer of Bookings



Bookings and
Revenue
Management

xRE CRM: Features

Rentals & Lease Management



- Define a Leasable Property as per Customer Requirements by a user-friendly interface
- Comprehensive property search and matching for relevant properties from various developers for Agents/Brokers
- Manage and Execute Rental/Lease Contracts and Renewals
- Define and Manage Assured Return Rates
- Capitalization for increase/decrease in Lease Rentals
- Automated Calculation of Assured Return Payment Dues based on Assured Return Rates and Policies



xRE CRM: Features

Real Estate Marketing



- Manage complete Marketing process from Campaign budgeting to execution
- Track and measure ROI on all Marketing Activities
- Capture Leads from multiple channels including SMS, Phone, Email, Website and Social Media
- Plan and track Sales Activities from Enquiry to Booking
- Social Media Integration (Facebook and Twitter) for Lead Capture, Brand Management, Community and Social Communications



Website
Marketing



Tele-
marketing



SMS
Marketing



Email
Marketing



Social Media

xRE CRM: Features

Customer Service



- Case Management System to track Customer Queries, Enquiries and Complaints. Capture Service Requests from multiple channels including Website, Email, Social Media, Phone etc
- Advanced Case Management features like Assignment Rules, Auto-Response, SLAs and Escalations etc to ensure Customer satisfaction
- Customer Portal for Customers to Self-Service. Customers can Create Service Requests, Browse Knowledge-base (Solutions Database, FAQs etc) and Check Status of their Pending Requests themselves
- Easy to setup integration with your telephony infrastructure to setup a highly productive Call Center



Web Support



Phone Support



Email Support



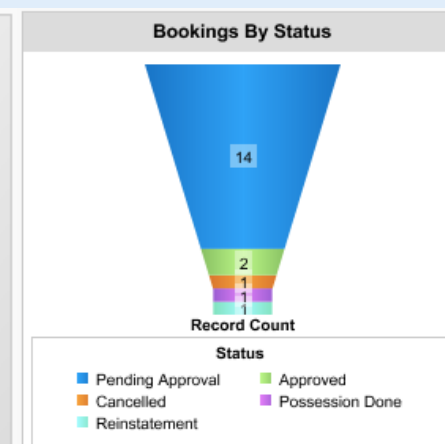
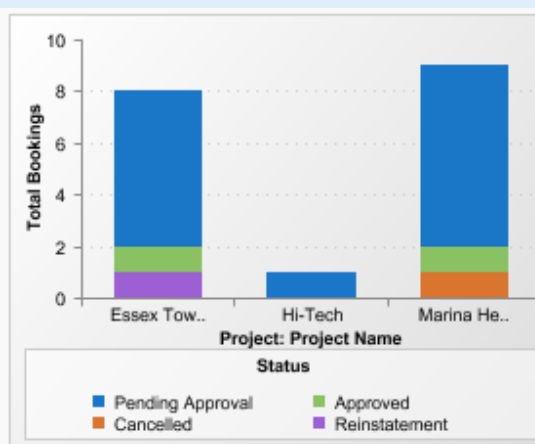
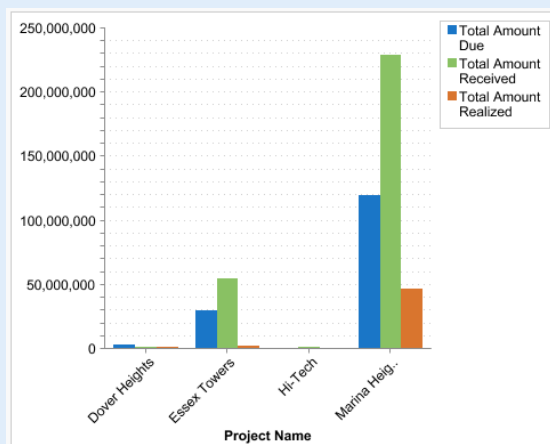
Social Media

xRE CRM: Reports

Reports & Dashboards



- Get a real-time view into business performance by personalized Reports & Dashboards:
 - Monitor Payments
 - Bookings
 - Brokerage
 - Collections
- Analyze operational effectiveness
- Trending Analysis for Pricing, Profits, Expenses etc



xRE CRM: Platform

Force.com Introduction

xRE CRM is built and hosted on Force.com, world's leading cloud computing platform for business apps. Force.com provides world-class infrastructure with the highest levels of security for customer data.



Force.com: <http://www.youtube.com/watch?v=EzE6haADxRc>

Cloud Computing: http://www.youtube.com/watch?v=ae_DKNwK_ms

xRE CRM: Platform

Force.com Introduction

- ✓ Built on world best cloud computing platform Force.com
- ✓ Ready to use. No software installation
- ✓ Easy to use by any non-technical users
- ✓ Easy to customize
- ✓ No upfront cost, Pay-as-you use model
- ✓ Subscription based per user fee
- ✓ Multi-tenancy model resulting in reasonable cost on unmatched infrastructure
- ✓ Highly Secured and confidential
- ✓ Zero addition in infrastructure
- ✓ Hassle free upgrades

xRE CRM: Productivity Add-Ons

Additional Product Features

- ✓ Email and SMS Marketing with Customizable Email and SMS Communication Templates
- ✓ Google Apps (Gmail, Docs) Integration
- ✓ Social Media Integration (Facebook, Twitter etc)
- ✓ Bulk data upload tool and other data utilities
- ✓ Ready-to-setup integration with Payment Gateways
- ✓ Industry standard Web Services APIs to integrate with your ERP and Accounting Systems
- ✓ Ready to setup, integrated on-demand Call Center for outbound and inbound calling including IVR (Interactive Voice Response) and ACD (Automatic Call Distribution)
- ✓ Survey and Feedback Management etc
- ✓ Partner Portal for Brokers, Agents to check property availability, create booking requests, track commissions etc
- ✓ Customer Portal for Customers to create service requests and track status

* There may be an additional cost (\$) associated with the add-on features

xRE CRM



For Pricing & Free Trial, contact us at:
contactus@xarlesys.com