

THE POWER OF SUSTAINABLE CRM

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YOUR BUSINESS. YOUR INDUSTRY. YOUR CRM.

Your company is unique. You have unique processes and unique customers who have their own preferences and demands. You exist in an industry that has its own challenges.

And all of this is constantly changing.

Your CRM software should be sustainable enough to handle the way you do business and keep up with your changes. It is not CRM technology for now, but the best solution for the future.

In this ebook you'll see how a flexible CRM is the key to handling customers in the present and as your business progresses forward.

KEYS TO SUSTAINABILITY



Company growth and increase of sales



Focus on automation of processes



Moving Beyond Generic Sales Automation



Matches Your Unique Business

SIMPLICITY IS SUSTAINABLE AND EASE OF USE IS ROI



KEYS TO SUSTAINABILITY:

**INCREASINGLY SUSTAINABLE
GROWTH!**



DOWN TO THE CORE - WHAT DOES FUTURELABS CRM OFFER?

GAMIFICATION



Create a competitive organization for the WIN!

A proven way to ensure onboarding, increase sales and CRM awareness in your organisation.

WORKFLOWS



Stop manual tasks never forget a sale

Never miss a deal, Futurelabs will remind you to follow up. Keep your finger on the pulse workflows automates your company!

SALESFORCE AUTOMATION



Because it is a CRM

A customer automated process for your organisation. One click solution, that allows you to sell and focus!

MARKETING AUTOMATION



Because it only takes a few clicks to reach out

Why should email marketing be so complicated? That was a simple question with a simple answer - we solved it!

CUSTOMIZATION



Special design, unique workflows not a problem, we can customize!

Futurelabs is fully customizable. We can solve and tailor our CRM to your unique business needs. Companies are different the same should solutions! We are the #1 choice by bankers and financial services.

THE SUSTAINABLE CRM AND CUSTOMIZATIONS...

Sustaining your business comes down to a sustainable CRM that allows you to be unique with a custom solution from Futurelabs.

Your business should drive CRM processes, not the other way around. It's important to select a CRM that can...

- Easily create data entry rules and custom fields
- Using Gamification to engage and ensure onboarding make the employees rank against each other.
- Create automatic workflows specific to your business to ensure nothing gets forgotten.

VALUE



GENERIC CRM

- One size fits all
- Costly to adapt
- Standard data capture

SUSTAINABLE CRM

- Adaptable over time
- Customize to industry needs
- No change to processes

CUSTOM CRM

- Increased costs
- Expensive to maintain
- Increased complexity

WHAT MAKES YOUR BUSINESS UNIQUE?

A sustainable CRM allows you to customize much deeper than generic sales force automation.

Not only can you capture standard sales information, you'll also be able to log and organize industry and customer data in a manner that best suits your company.

This industry and customer specific data is invaluable to your sales team. And this is a part of Knowledge Driven Sales that we master. Learn from your clients, advance from the data become unique and stand out like a purple cow.

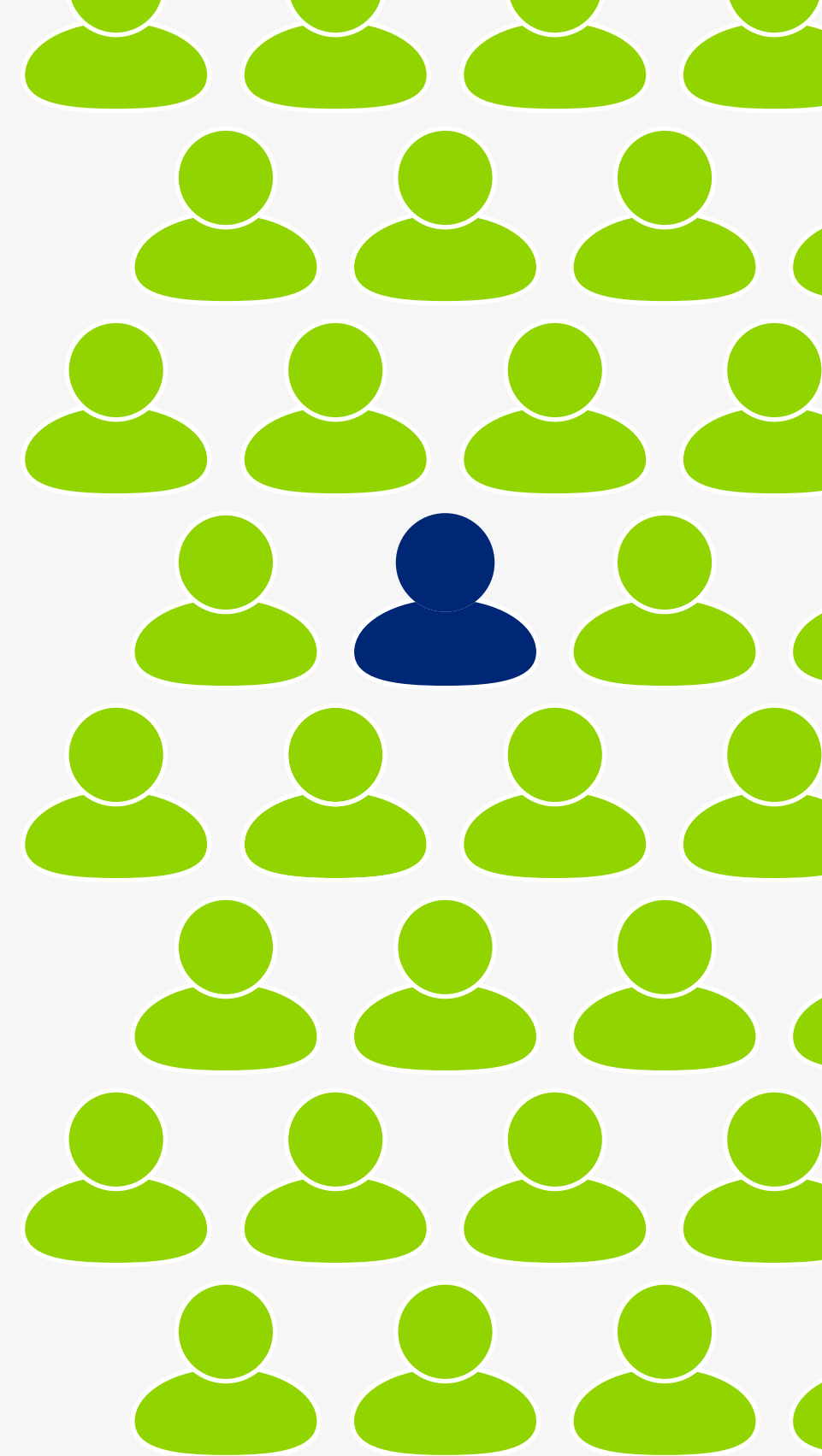
The sales potential of a fully customized CRM is massive. When you have complete customer information in Futurelabs CRM your deals and services will be superior for your clients.

Many companies store this information externally to their CRM (if they record it at all). A better alternative – which still isn't great – is to put the information in your CRM in note form.

For example, putting the birthday in a client profile note will log the information but you'll be unable to search for all clients who have birthdays in the next 30 days. By taking the time to customize your CRM you'll have a field available for data entry and will be able to pull up this list at a moment's notice.

At Futurelabs we encourage our clients to formally lay out the data they want to log and take the time to customize their CRM and process rules to ensure this info gets captured.

The goal is to treat your customers as individuals.



KEYS TO SUSTAINABILITY:

MOBILITY IS THE FUTURE



FUTURELABS IS FULLY MOBILE

Remember the time when a salesperson on the road was disconnected from the rest? The person was out of the office always, and colleagues was waiting for his call or stop by to know the situation on the deals.

Today the sales person is connected to the office, technology has enabled the remote feeling to disappear and the sales person can be up to date on the go. Access to mobile CRM allows constant contact with the office.

Mobile CRM frees your sales team from a computer and enables them to get updates on your customers and prospects remotely and on demand.

It's essential that employees can access email offsite – why not your CRM as well? This is especially valuable when your salespeople are taking meetings in person and are updating the office about a potential deal straight after the meeting. This allows a faster reaction in the deal making.

If you want to blow your competition out of the water Mobile CRM will make this happen. Walk into every meeting fully prepared, check the latest communication, issues or deals/ideas discussed remotely.

This is simply a game changer in the CRM space.

A simple and easy to use mobile solution will boost productivity and help your sales team close more deals.

You should expect your CRM provider to provide access via any smart phone or tablet as a standard feature at no additional cost.

+14.6%



SUSTAINABILITY FACT

Mobile access increases sales force productivity by 14.6 percent.

(<https://www.microsoft.com/presspass/itanalyst/docs/03-01-12CRM.PDF>)



NATIVE APPS OR HTML5?

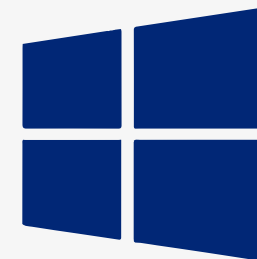
Nearly every company has implemented a Bring Your Own Device (BYOD) policy where employees are responsible for providing their own mobile phone across the globe.

This policy is excellent for your employees because it allows them to use their preferred device with typically fewer restrictions. When it comes to development of mobile applications however, BYOD complicates things.

The major mobile operating systems at present are iOS and Android, though BlackBerry still has considerable usage among businesses and Windows has their own OS which takes up a small but considerable part of the market.

With such fragmentation in the mobile space, for maximum flexibility your CRM should be built in HTML5. No matter what phone a given employee uses, as long as it has a modern mobile browser it can run the HTML5.

This frees you from having to worry about updates across multiple operating systems, making HTML5 more reliable when it comes to updates and maintenance.



KEYS TO SUSTAINABILITY:

CLOUD VS. ON PREMISES



CHOOSE YOUR OWN STRATEGY

A Sustainable CRM solution can be deployed in ways that best suits your company.

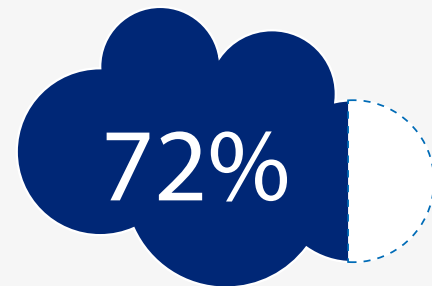
What does this mean? Basically it all comes down to one unique idea: Who will host your CRM?

So the basic question is do “you host or we host,” a sustainable CRM lets you make the choice.

There is benefits for or against both factors and it is important to look at the merits for each method to figure out which of the four models that works the best for your organisation.

There is no doubt the cloud is the future and we keep talking about the cloud. Does the cloud benefit your business or does it ultimately make sense to use on premise as your trusted solution?

With no hardware or software maintenance costs and the freedom to pay on a per user account basis the cloud is very attractive - and this is one of the main reasons we strongly encourage you to consider the cloud.



CLOUD FACT

Nearly 72% of organizations are using or want to use Cloud Services

(<http://www.forrester.com/pimages/rws/reprints/document/61581/oid/1-M28JF9>)

The cost structure for the cloud is very attractive for companies with focus on their business rather updating IT, developing and having a headache daily. The cloud is a worry free environment.

On Premise is the “classical solution” that has been used for years and years as an established and highly customizable way of deploying software of any kind.

The beauty of hosting software yourself is the ease and amount of integrations your company can perform. Making your CRM talk with your accounting software and ERP is much easier when you have access to the code and can customize.

With established IT support, On Premise can be extraordinarily powerful because your data lives inside your company with maximum security and you have upgrades from Futurelabs.

The most Sustainable CRM providers will provide options - including combining an On Premise and Secure Web Access solution.

DEPLOYMENT OPTIONS



ON PREMISE

Your CRM is hosted in-house on your own servers. This is the classical way of deploying your CRM.



ON PREMISE SECURE WEB

Like the above but allows for access via a browser. Remote access is easily permissible.



HOSTED CLOUD

Your CRM is hosted off-site in the public cloud via a service like Amazon AWS.



PRIVATE CLOUD

Your CRM is hosted off-site in a private data center. A highly secure cloud solution, access is typically very limited and servers are not shared.

COMPARING YOUR OPTIONS

	 CLOUD VERSION	 ON PREMISE	 SECURE ON PREMISE WEB	 PRIVATE HOSTED (CLOUD)
COST	Pay as you go, per user, per month, etc.	Up-front capital costs for hardware, software licensing, air conditioning, etc.	Up-front capital costs for hardware, software licensing, air conditioning, etc.	Pay as you go, per user, per month. Depending on if the hardware is owned or rented – hardware rental costs may apply
CUSTOMIZATION	Limited customization possible	Somewhat customizable depending on software vendor	Somewhat customizable depending on software vendor	More customizable than Public Cloud but still customizable depending on software vendor
UPGRADES	Application accessed through a web browser. All upgrades/updates are done at the server	Upgrades/updates done on server and desktop. Windows client needs to be deployed on each desktop which can be time consuming	Application accessed through a web browser. Most upgrades/updates are typically done at the server	Application accessed through a web browser. All upgrades/updates are done at the server
HARDWARE	Hardware and software owned reside at provider's site	Customer must provide hardware and system platforms to run apps	Customer must provide hardware and system platforms to run apps	Customer has the choice to either provide hardware and system platforms to run apps or “rent” from the Data Center vendor
SECURITY	Access to SaaS apps is via the Internet, creating a limited security risk.	Less risky because of on premise location	Less risky because of on premise location, however access from outside is available. Entails risks that need to be managed	Access to SaaS apps is via the Internet which comes with security risks that need to be managed
MOBILE ACCESS	Accessible via browsers running on mobile devices	Limited access to business applications browsers running on mobile devices	Accessible via browsers running on mobile devices	Accessible via browsers running on mobile devices
INTEGRATION	Limited integration	Integration with existing software is commonplace	Integration with existing software is commonplace	Accessible via browsers running on mobile devices
CONTROL	SaaS provider controls systems and is entrusted with customer data	Control of systems and data	Control of systems and data	SaaS provider controls systems and is entrusted with customer data

SUSTAINABLE CRM CHECKLIST

Your CRM software should be sustainable enough to handle the way you do business and keep up with change. It's not just about choosing the best CRM technology for now, but the best solution for the future to increase your ROI

Use this easily checklist to evaluate your current CRM software and guide any future CRM decision.

	YES	NO
Do you have multiple CRM deployment options available?	<input type="checkbox"/>	<input type="checkbox"/>
Will the CRM deployment option meet data security requirements for you?	<input type="checkbox"/>	<input type="checkbox"/>
Is mobile CRM a standard option of the solution at no additional costs?	<input type="checkbox"/>	<input type="checkbox"/>
Is mobile CRM available across any smart phone or tablet in the market?	<input type="checkbox"/>	<input type="checkbox"/>
Can your sales lead distribution process be easily adapted and upgraded?	<input type="checkbox"/>	<input type="checkbox"/>
Can you easily adapt reports and dashboards to track crucial metrics?	<input type="checkbox"/>	<input type="checkbox"/>
Does your CRM enable you to keep current business processes in place?	<input type="checkbox"/>	<input type="checkbox"/>
Will you be able to easily adapt your CRM if your business changes?	<input type="checkbox"/>	<input type="checkbox"/>
Are you limited by the number of custom fields you can create inside the CRM	<input type="checkbox"/>	<input type="checkbox"/>
Can you capture all the customer data you need?	<input type="checkbox"/>	<input type="checkbox"/>
Will your CRM be easily adapted to match your specific industry (That is a must!)?	<input type="checkbox"/>	<input type="checkbox"/>

Ready To Learn More About
How our Sustainable CRM Can Impact Your Business?
GIVE US A CALL, WE'D LOVE TO CHAT
1-855-336-2835

Try for free today at WWW.FUTURELABS.BIZ

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