



we don't want to re-invent the wheel....just improve it!

CRM solutions

**evAD**  
voice & data

EXPERTS IN VOIP & CONVERGED COMMUNICATIONS

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**EDGE**

CRM & BUSINESS PROCESS IMPROVEMENT



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CRM & BUSINESS PROCESS IMPROVEMENT

EDGE features include:

### Customer Relationship Management

- Sales Force Automation
- Telemarketing Automation
- Customer Support and Service
- Partner Relationship Management
- Knowledge Base
- Document Linking



### Financials

- Sales Ledger Integration
- Purchase Ledger Integration
- Advanced Financials
- Revenue Recognition
- Order Management and Fulfillment
- Time and Material Billing
- Purchasing
- Inventory Management
- Serial Number tracking
- Standard & Customisable Reports

### Management and Productivity

- Group/individual Calendaring & Collaboration
- Engineer scheduling
- SLA Alerts by email
- GPS Location
- PDA based job sheets
- Electronic signature capture
- Skill based job allocation
- Email escalation alerts
- Contract performance and cost analysis

EDGE is EVAD's Business Process Improvement & Customer Relationship Management solution to deliver intelligent, integrated and simple applications for growing and midsize businesses.

#### EDGE is intelligent...

The system holds all corporate data in a single database, giving you immediate access to your key clients data. As a result, EDGE enables you to make better, faster decisions.

#### EDGE is integrated...

Within a single, powerful application, it combines complete customer-facing CRM capabilities with back-office integration and self-service portals for customers. As a result, it allows companies to unite fragmented data and automate processes from end to end.

#### EDGE is simple...

With EDGE, implementations are both faster and less expensive than traditional business applications. Modularity enables phased implementations according to your company's need and significantly reduces your total cost of ownership (TCO).

#### Why EDGE?

Unify & Improve Business Processes across your business with a single, integrated platform, you can automate key business functions across all departments, including sales, marketing, service, finance, inventory, order fulfillment, purchasing, and employee management. Your employees no longer have to re-enter data in different systems, rectify inconsistent or inaccurate data, or wait for batch updates. Instead, all your employees view and share accurate data in real time, leading to greater collaboration among departments and increased productivity across your business.

#### Increase Visibility for Better Decision Making...

Real-time access to key performance metrics, supporting intelligent, timely business decisions. In addition, full visibility into unified customer records results in more efficient and highly personalised sales, fulfillment, and service processes.

#### Extend Processes to Customers...

Given today's need to work closely with your customers & partners, EDGE offers self-service portals that enhance both B2B and B2C collaboration. EDGE accelerates process cycles and improves responsiveness, ensuring your position as a preferred partner.

#### Customise and Extend

EDGE is customisable in configuration and modular. Customisation is simple and based on industry standard software & tools which allows you to tailor business practices and processes to meet your specific company and industry requirements. EDGE includes all software upgrades & remote support costs for the life of the contract which gives you complete peace of mind.

#### Get Competitive Advantage with an Affordable Solution...

Built from the ground up for growing and midsize businesses, EDGE offers affordable pricing, accelerated implementation, and comprehensive support packages that results in unbeatable TCO. Plus, you eliminate the costly and time-consuming integration often associated with using a patchwork of disconnected systems. EDGE also encompasses professional services and educational programs that ensure efficient implementation and continued, long-term success.

To speak to one of our team and see exactly how we do business better...

call 0845 603 8545