



Are stand-alone Sales /CRM solutions adequate for the Indian SME?

After Accounting, the next frontier for the adoption of Information Technology for the Indian SMEs has been the sales function. Nearly 70% of the SME market has started using some form of CRM/ Sales Automation solution – most of these are already cloud-based.

However, the expectations are that the CRM / Sales Automation solutions need to continue to evolve. Sales teams require information that is typically available in the accounting solution and/or spreadsheets or other documents. As the users start getting tired of importing/ exporting data from other applications into their CRM, they realize the need for an integrated ERP/ CRM and Office Automation solutions – on the cloud.

Some of the functionalities that such an integrated, cloud-based solution offers are:

- **Easy Collaboration:** Collaborative processes such as information exchange, collaborative quote inputs by different parties, document sharing, and approval processes happen directly in the software and on the objects that run the business processes rather than externally.
- **Affordability:** For SMEs, cloud solutions are an affordable and least disruptive way to replace legacy custom solutions or error-prone and inefficient gap-filling solutions.
- **Save Business Expenses:** With the software-as-a-service model, IT operations, maintenance, and support can be shifted to experts whilst costs are moved from CapEx to OpEx, and the total cost of ownership (TCO) decreases drastically.
- **Quality and Security:** Cloud solutions relieve the negative effects of data centralization for sales reps on the road, and deliver relevant sales knowledge to them in a reliable manner and under high-security standards.
- **Setting processes in place:** A strong focus on usability in cloud solutions leads to a high user adoption rate, and thus enables an efficient sales process in the organization.

Affordable Business Solutions offers business solutions, business process, and analytics consulting services. ABS Baadal is a suite of cloud-based industry vertical solutions built on Microsoft Dynamics and SAP Business One platforms and includes ERP, CRM, Business Intelligence / Management Dashboards, Enterprise Portals and Mobile applications customized to the needs of each of these domains.

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