

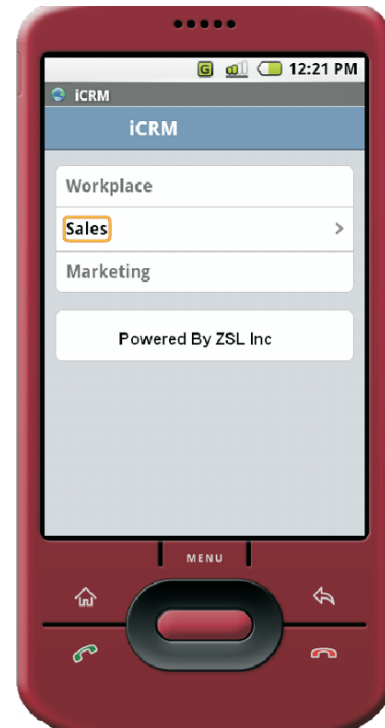


## G1 CRM — CRM in Google Android Phones (G1)

To be successful in today's competitive market place, enterprises must seamlessly interact and extend information beyond the walls of their organization. ZSL's end-to-end enterprise mobile solutions makes a real time possible of giving business managers significant advantage of remote and instant access to information from anywhere, anytime. Our CRM solution in Google Android (G1) delivers a rich user experience and drives overall usage of your CRM system by enabling remote access for your sales, service and management teams.

ZSL's Mobile CRM solutions helps the business users using CRM application to increase sales and service effectiveness at every stage of the sales cycle, say, from leads and opportunities management to fulfilment and invoicing via their Google Android G1 phones. It provides your sales force with access to powerful and required information making activity management less agonizing process and more serene, while enabling business managers to view critical data and for perusal to resolve issues immediately even on move before back to work desk.

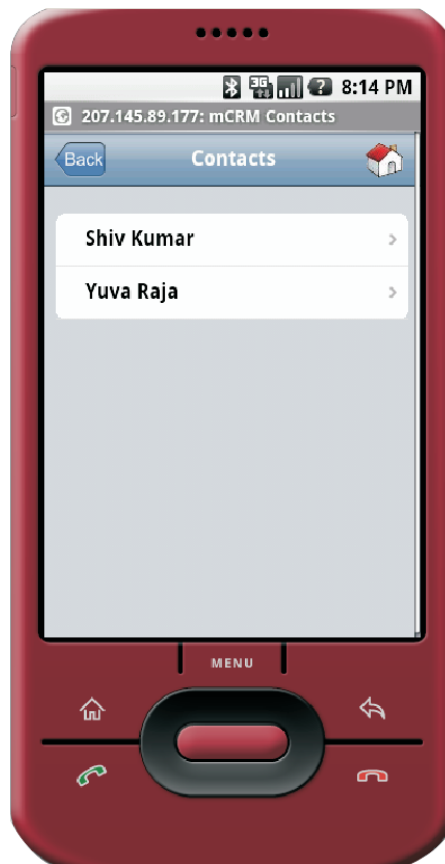
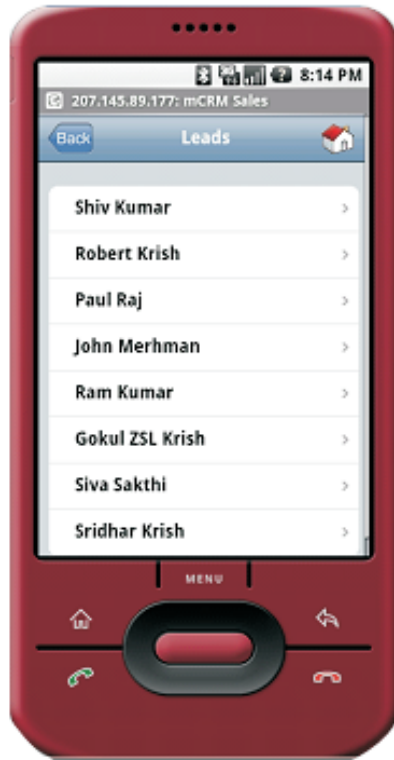
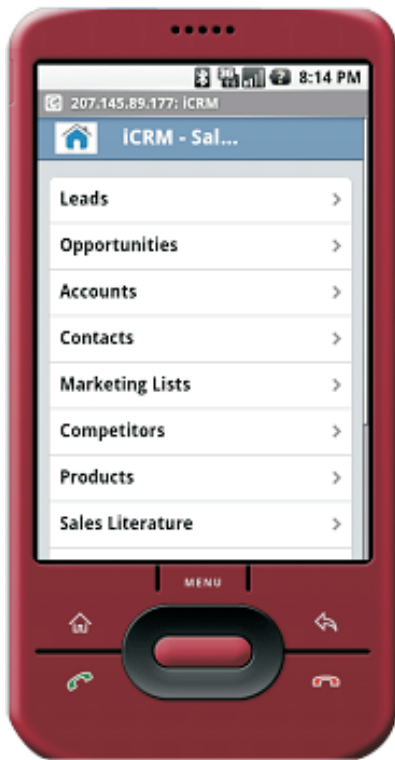
ZSL's mobile CRM is a web based mobile client compatible with Google Android for the Microsoft CRM business application. The CRM custom mobile application for Google Android is developed using Google Android development kit & web services, powered by SOAP and WSDL, compatible with Google Android device, where the business process interaction are done by XML Web Services.



### Key Benefits of Mobile CRM

#### View Sales Entities

Our G1 CRM solution is a complete end-to-end solution for business managers seamlessly satisfying their sales management requirements. It features to display all the sales related entities — Lead, Opportunity, Account, Contact, Finance, Contacts, Marketing Lists, Competitors, Products where the sales personnel can navigate to the respective entity and get the required information.



## View Details

ZSL's G1 CRM solution keeps the enterprise sales personnel connected online to lead, accounts & contact data and sales information via handy Google Android device thus ruling out the business stalemate due to any information lack. Other function details could be enabled based on roles & responsibilities

## Alert and Qualify

Our G1 CRM solution for enterprises provides their business manager, on fly, an advantageous position of surfing lead details in handheld Google Android and responding to queries related to lead, thus ensuring timely response to prospect concerns and scaling down the probability of prospect turning to your competitor. It enables the business users to instantly analyse and qualify a lead for further progressing sales activities even while located beyond the organization ramparts.

Our G1 CRM, also enable the user to access, update & create new account records & contact records on fly which reasonability make life easy & reduce time. The feature could be extended to other entities such as opportunity, quotes, orders, product list, contract details and what not.

## Create and Update

The feasibility of creating and appending serendipitous lead, contact & account details and instantly logging on-going activities substantiates our value added mobile solution for enterprises minimizing the onerous after-the-fact reporting for business managers.



## Resolve

Addressing and resolving issues have to be top precedence for business managers to serve the customers best; in reality is also the prime face of best business practices to promote business for which they require access to right information at right time. ZSL's dynamic end-to-end mobile solution satisfies the needs of the business users to get information on hand, provide face-to-face resolution and quick progress intimation to team through quick email note or phone call, all of which are real time possible through remote accessing custom-fit CRM application through personalized handheld Google Android mobile device.

## Delegate and Escalate

Our G1 CRM solution leverages the interaction between the business managers who are on quick fly and remotely located peers/team members making it possible for business managers to transfer the files, assign leads and service cases to their peers/team members ensuring for non-intermittent progress of on-day activities and serving the customer on time to the fullest.

## Results

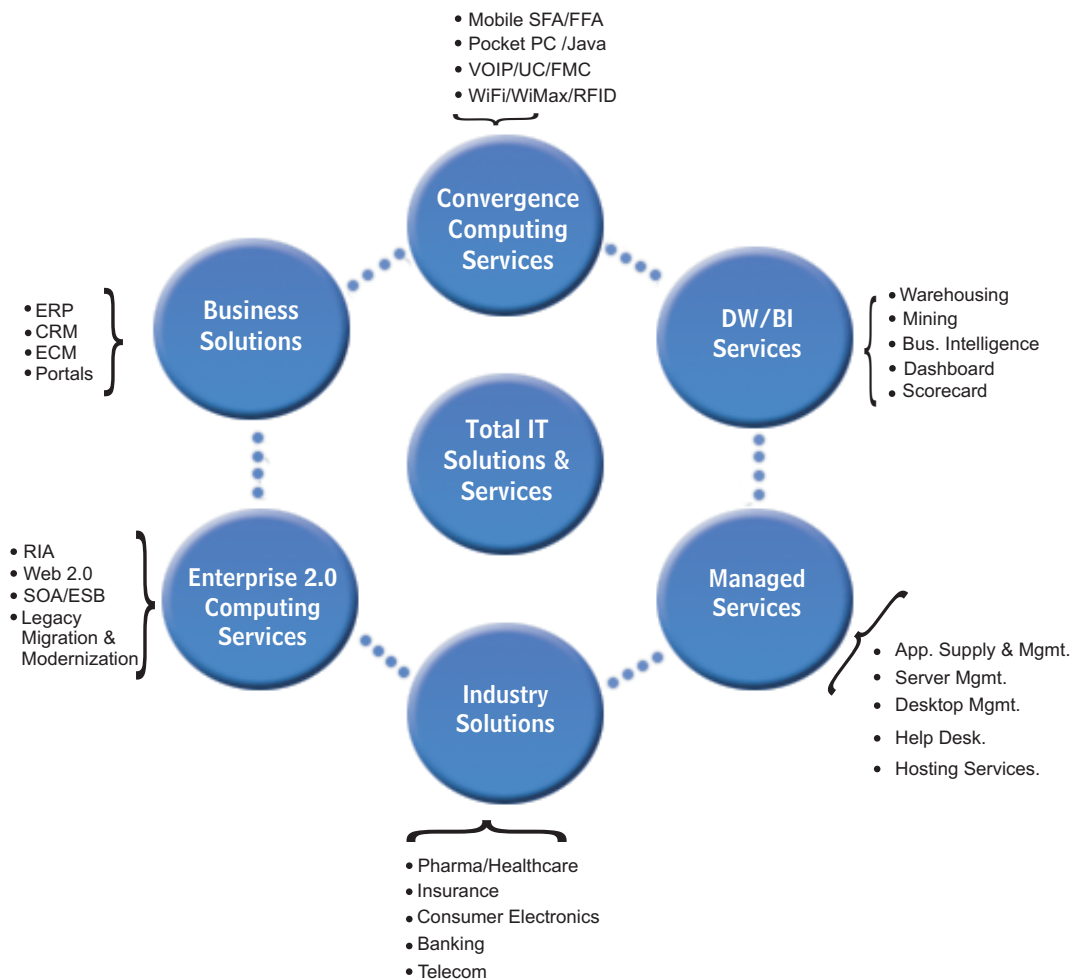
- Migration
- Cost effective solution using advanced technologies
- Keep connected online with remotely located or on move team members and colleagues thereby enhanced interaction among team members across the organization
- Quick customer response and immediate attention to customer queries
- Improved business performance by timely response to a lead promoting for high conversion rate from lead or prospect to customer
- Data update and status update to remotely located application server
- Rapid implementation at surprisingly low cost investment

## About ZSL

ZSL Inc, is a global technology integrator and solution provider based in Edison, NJ with more than 2000 employees worldwide focused in developing and delivering enterprise IT solutions and services using the emerging technology platforms to keep the TCO low and ROI high. ZSL is a pioneer in business and technology solutions, innovations, has expertise in providing Onshore, Offshore & Near shore technology solutions and services to the enterprises worldwide.

We're happy to announce that ZSL recently awarded position #34 in Everything Channel's CRN Fast Growth 100 list and ranked 238th among North America's Top 500 Technology Integrators in VARBusiness 500 list and also won "Top Technology Practices" Award for Excellence in "Greenware Computing". ZSL has been recognized as one of the 10 Fast Growth VARs to watch. Visit [www.zslinc.com](http://www.zslinc.com) to explore more about ZSL and its offerings.

## Solution and Services Portfolio



## ZSL's Mobility Solution Offerings

- **Blackberry CRM** — Provides business managers the rich user experience and benefits of CRM by giving them access to the remotely located CRM application through handheld blackberry device.
- **iPhone CRM** — Provides business managers the rich user experience and benefits of CRM by giving them access to the remotely located CRM application through handheld iPhone device.
- **iVARS** — Mobile solution for insurance industry to help recovery agencies manage recovery operations effectively, efficiently and timely by intimating recovery operators about an accident and get instant information from recovery operators on incident details, recovery details and claim details—all the interactive activities and information exchange done through the application deployed in the handheld mobile device.
- **Work Force Automation** — Mobile solution for field work force management to create and allocate job tickets to the remotely located work force, instant track on job status—all the interactive activities and information exchange done through the application deployed in the handheld mobile device.

- **Z\*Connect** — Mobile Messaging Platform to deliver alerts and notifications to any wireless device using Short Messaging Service (SMS) or Multi Media Messaging Service (MMS).

## About IDEA Lab — Centre of R&D Excellence

ZSL provides R&D services to ISVs and solution providers through its vibrant R&D service unit 'IDEA (Innovative Development of Enterprise Applications) Lab', where the self-motivated pioneers and skilled professionals contribute a dedicated and deep involvement and apply their expertise knowledge to help their customers and partners offer a competitive product and solution to solve the business problems faced by the enterprises in the dynamic market.

Our expertise in R&D, Product Development & Product Engineering service offerings are customized to help our partners build complex, sophisticated and commercially viable software products in both commercial and open source based emerging technologies and platforms cost effectively.

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