



Unique selling point @ Real Estate-Medium

BRAND TRUST	StrategicERP	OtherERP
👉 Developed by Bombay IITians in 2005	✓	
👉 1000+ Esteemed Customers in Globe	✓	
👉 200+ Employee Strength	✓	
👉 12+ Integrations with other application	✓	
👉 Best Enterprise level Features with Proprietary Framework	✓	
👉 Best Software development tools & technology	✓	
👉 IOS and Android Mobile App with customization based on ERP Field	✓	
👉 Chrome, Safari, Firefox Browser Support	✓	
👉 Gartner Client for future of technology	✓	
👉 CMMI Level 3 Company	✓	
👉 TATA Projects Alliance Partner	✓	
👉 Inbuilt Artificial Intelligence (Machine learning)	✓	
👉 User Performance and Analytics	✓	
👉 Customizable and Dynamic Dashboard	✓	
👉 User, Admin and Integration Guide Videos and PPT	✓	
👉 Voice Command (Virtual Assistance)	✓	
👉 StrategicERP Provides Inbuilt DMS	✓	
👉 StrategicERP is based upon an open source technologies ecosystem wherein you cut down the licensing costs and do not entangle yourself in legal terms of licensing models	✓	
ERP - IT SETUPS		
👉 Version update for ERP Store with alerts	✓	
👉 Bulk user import for user creation	✓	
👉 User login Restriction for intranet	✓	
👉 Secured OTP Login for change internet	✓	
👉 User Sign in location with radius in location	✓	
👉 Custom Work flow permission as per client requirement	✓	
👉 Custom field and report as required (IT / Admin Person can do)	✓	
👉 E- documents storage form for soft copy data	✓	
👉 ERP chat communicator within organization	✓	
👉 HOD / Director can view the given right of ERP as a view login with our password	✓	

NEW DEVELOPMENT		
👉 Project Bar chart	✓	
👉 Workflow (with conditional checkpoints, checklists, and authorisation locked with multiple approvals)	✓	
👉 Activity Stream with collaborative actions such as email, SMS, and comments	✓	
👉 Seamless SAP integration	✓	
👉 Simplified data capture from web-based forms	✓	
👉 Native Apps with core functionalities such as Employee Self Service (ESS), Customer App, Pre-Sales, Post-Sales, and Lead management	✓	
👉 Graphical Pre-Sales and Post-Sales Chart with One-window access	✓	
👉 Easy and independent addition of new forms (without any need of support from the solution team)	✓	
👉 Complete and detailed record of Customer Journey	✓	
👉 Easy and independent creation of dashboards (without any need of support from the solution team)	✓	
👉 Report tool (enabling client to write custom queries and generate reports independently)	✓	
👉 Pivot Table - Drag and Drop to analyse data with different perspectives	✓	
👉 Chanakya - Prediction AI for identifying hot leads and probability analysis for better lead closure	✓	
👉 Click-to-Call - Knowlarity, MCube, Ozonetel, IVR Guru and AirSoft	✓	
👉 In-house IVR - CZentrix and Telesoft	✓	
👉 Biometrics (Push Data Technology) - eSSL and BitMatrix	✓	
👉 To-Do Task Management - Kanban View	✓	
👉 Learning Management System - Development and curation of Learning Content	✓	
👉 Design Management	✓	
👉 Interactive DPR for contractor	✓	
👉 Project-wise permissions and workflow	✓	

PRE - SALES CRM

- | | | |
|--|---|--|
| ☞ Campaign management with Sales business Target | ✓ | |
| ☞ Sales Mobile App Android and IOS | ✓ | |
| ☞ Printed document self-development tool | ✓ | |
| ☞ Email-id, phone number Discretion (9820xxxx88) Everywhere | ✓ | |
| ☞ Click-to-call and Auto dialer from CRM Data | ✓ | |
| ☞ Missed call to Auto lead generation for follow-ups | ✓ | |
| ☞ Round robin for lead distribution strategy | ✓ | |
| ☞ All Digital media integration (99acres, Magic Brick, Commonfloor, Makaan.com ,ETC) | ✓ | |
| ☞ Social media integration (Youtube, Facebook, LinkedIn, Instagram, Twitter) | ✓ | |
| ☞ OCR technology –Image to text for Data capturing | ✓ | |
| ☞ Channel Partner portal login and Mobile App | ✓ | |
| ☞ HOD can view login access of his/her team members | ✓ | |
| ☞ Brochure & Amenities Report / MIS auto mail by CRM Mail | ✓ | |
| ☞ 360 degree comprehensive solution for Real estate domain | ✓ | |
| ☞ Auto-generated mail on predefined templates like floor plan/ Amenities etc. | ✓ | |
| ☞ Start-to-end CRM solution especially designed & Developed for Real estate/ Infrastructure. | ✓ | |
| ☞ Online payment gateway for customer payment | ✓ | |
| ☞ Bulk SMS From CRM with Discretion (9820xxxx88) | ✓ | |
| ☞ Bulk E-mails, Status Updates (Read/Spam/Unread) | ✓ | |
| ☞ Marketing and sales Automation (Leave Configuration) | ✓ | |
| ☞ Lead source Analysis of revenue and leads conversion | ✓ | |

SALES & POST SALES

- | | | |
|---|---|--|
| ☞ Recovery Receivable commitment and Ageing report | ✓ | |
| ☞ Graphical sales chart for unit allocation, receipt, agreement, etc. | ✓ | |
| ☞ Graphical DPR for Unit Wise ready for Possession with parameters | ✓ | |
| ☞ RERA compliance Architect Certificate from CRM | ✓ | |
| ☞ RERA compliance CA Certificate from CRM | ✓ | |
| ☞ RERA compliance Engineer Certificate from CRM | ✓ | |
| ☞ Customer Service & Complaints online & offline | ✓ | |
| ☞ Customer App and web portal Login IOS/Android | ✓ | |
| ☞ Up-to-date RERA and GST as per the government compliance | ✓ | |
| ☞ Auto-mail of installment letters | ✓ | |
| ☞ Customer mortgage tracking like balance receivable from bank and balance receivable from customer | ✓ | |
| ☞ TDS Challan receipt entry | ✓ | |
| ☞ Receipt entry with FIFO Method. | ✓ | |

PROJECT ENGINEERING

- ☞ Per Define WBS Library with BOM
- ☞ Copy Master Rate analysis to project with simple clicks
- ☞ Make project budget directly or copy budget from another project in ERP itself
- ☞ Provision available to revise the budget activities and keep track record
- ☞ Provisions to prepare the project schedule separately and can link with project budget to calculate Outward cash flow
- ☞ Report for Project actual costing, Cost variance and Schedule variance
- ☞ Monthly breakup report available for Activity and resourc Planning
- ☞ Multi level project breakdown structure
- ☞ WBS can be defined into multi level WBS
- ☞ Have facility of MRP/Planning in advance for Material/Service
- ☞ Activity will have BOM details
- ☞ GL interface with WBS/Activity
- ☞ Project Initial budget at Activity (direct cost) without BOM
- ☞ Project, Budget, Amendment / Revised History
- ☞ Estimation will be modified/derived
- ☞ User can copy or extend it to multiple activities.
- ☞ Budget for indirect cost (without BOM).
- ☞ Facility to provide budget against the WBS
- ☞ Direct expenses against the said WBS under budget .
- ☞ Project schedule can be imported from MS project and can be exported to MS project for monitoring
- ☞ Easy way to track daily basis progress of project with graphical interface also in mobile app



CONTRACT MANAGEMENT

- ☞ Preparation of contractor work order can be done easily
- ☞ Can prepare work order both ways like Line item wise work orders and payment schedule base work orders
- ☞ Work orders can be prepare on the basis of BOQ imported in Project engineering module
- ☞ Having functionality to prepare the work orders with restrictions of budgeted quantities, rates and amount as well
- ☞ Request for quotations can be sent directly from system to Contractors
- ☞ Comparison of quoted rates from different contractors can be done
- ☞ Short listing of contractors on the basis of lowest rates and amounts is possible with graphical interface
- ☞ Work order can be prepare with entering GST amounts and can directly sent through the ERP
- ☞ Terms and Conditions and Payment terms can directly entered in work order print
- ☞ Part rate payment option is available at the time of creation of work order.



☞ Work order amendment provision given in terms of rates and quantities	✓	
☞ Service provider ledger report available	✓	
☞ Work award vs Work done vs Payment done report available	✓	
☞ Work order for additional work (Engineer's instruction)	✓	
☞ Various advances thru WO	✓	
☞ Line item based advances	✓	
☞ Setting advance recovery rules	✓	
☞ Measurement sheet entry	✓	
☞ Approval by PMC (Billing Team or external party data entry through app also possible)	✓	
☞ Assigning advance recovery, Debit Note, Credit Note	✓	
☞ Service Billing printing as per standard format	✓	
☞ Detail work flow approvals system	✓	
☞ Possible to do Common cost settlement .	✓	
☞ Can make Budget transfer	✓	

PURCHASE MANAGEMENT

☞ Item code multi level support	✓	
☞ Per define PR to Purchase level process	✓	
☞ Request for quotations can be sent directly from system to suppliers	✓	
☞ Suppliers Can Bid Quality only	✓	
☞ Preparation of purchase order can be done easily	✓	
☞ Having functionality to prepare the purchase orders with restrictions of budgeted quantities, rates and amount as well	✓	
☞ Comparison of quoted rates from different suppliers can be done	✓	
☞ Short listing of suppliers on the basis of lowest rates and amounts is possible with graphical interface	✓	
☞ Purchase order can be prepare with entering GST amounts and can directly sent through the ERP	✓	
☞ Terms and Conditions and Payment terms can directly entered in purchase order print	✓	
☞ PO amendment can be done in terms of quantity and rates	✓	
☞ Supplier ledger report with detail	✓	
☞ PO vs GRN vs Bill report is available	✓	
☞ Possible to do GRN based billing	✓	

SITE MANAGEMENT

☞ Create Item, Unit, Godown &, Vehicle Measurement Master's	✓	
☞ Creation of SRN (Service Received Note).	✓	
☞ Generate Purchase Requisition from project.	✓	
☞ Creation of GRN (Good Received Note).	✓	
☞ Prepare Goods Return Entry after quality test & verification of material.	✓	
☞ Generate Bills.	✓	
☞ Issue Goods (GIN) to Project, Contractor, Godown, Miscellaneous.	✓	
☞ Get Stock Report, Pending PRs, Stock Ledger, PR vs Issue, Goods received Register, Issue Note Register, Pending POs for GRN, Inventory Turnaround Report.	✓	

FINANCE MANAGEMENT

☞ Standard Chart of account structure	✓	
☞ Classification (Balance Sheet and P&L A/c)	✓	
☞ Group, Sub-group Level	✓	
☞ JV transaction with separate transaction type and numbering	✓	
☞ PO based advance, advance per line item	✓	
☞ Advance without PO	✓	
☞ Advance recovery (purchase order based)	✓	
☞ PO based billing	✓	
☞ RA billing (after work completion (Part/full) and material consumption)	✓	
☞ Retention payment after say 3 years (as per clause)	✓	
☞ Payment part/full (auto payment based on due date)	✓	
☞ Cheque printing with working details	✓	
☞ E-payment (thru upload , thru payment gateway facility)	✓	
☞ All type of TDS Payment	✓	
☞ Debit for recovery (reason wise with reason wise separate GL)	✓	
☞ Creditor to debtor transfer.	✓	

STATUTORY COMPLAISANCE

☞ Auto GST calculation based on combination of sending & receiving location.	✓	
☞ Auto GST based on HSN/SAC code	✓	
☞ % wise GL account mapping	✓	
☞ Standard GST requirement e.g. reports, upload etc. to comply with GST Act.	✓	
☞ GSTR return filling	✓	
☞ GSTR 2 mismatch report generation	✓	
☞ Auto income tax calculator of all the employee at one shot.	✓	
☞ PF, ESIC,PT,LWF,TDS,GST calculators	✓	
☞ PF, ESIC,PT,LWF,TDS,GST Payments	✓	

HR & PAYROLL / ESS

☞ Overall Recruitment & Payroll process with Statutory compliance	✓	
☞ Daily Attendance with location tracking from web and mobile app , Biomatrix integration	✓	
☞ Auto mail of Salary slip, Promotion/increment letter, Transfer letter, Reliving letter,	✓	
☞ Experience letter, Appointment letter, Offer letter,Salary Transfer letter.	✓	
☞ Reminder of Birthday, Probation period completion date .	✓	
☞ Self service by employee like applying for leave, Salary & loan Advance , Income tax declaration.	✓	
☞ Full and final with gratuity and leave encasement facility	✓	
☞ Sign In Sign Out within Radius	✓	
☞ Biometrics Integration	✓	

AUDIT & ASSESSMENT

- Generate Finance reports like Cash Flow, Sales report, Sales report with the receipt, Summary of Lienrelease letters.
- Generate Tax reports like Partner Details for Non-Companies, payment to relatives, Renumeration to Partners, Loan Records, Depreciation for Non-Companies & IT Act, Interest to Partners.
- Generate Shareholders Details, Depreciation for Companies, Schedule VI Balance Sheet.
- Get reports of Unsecured Loans Summary, Capital Introduction, Fixed Assets Addition, AIR returns.
- Get reports of Reimburse, Form 27A, Letter for TDS Certificate, Excise Returns, 24Q Salary TDS, 26QTDS Returns, ESIC Return, PT Returns, AS3 cash Flow, Tax Audit Report, Purchase register, Sales Register, Service Provider & Receiver.



ADMINISTRATION

- Register Vendor for Administration
- Create & Manage Admin items in the master form.
- Get & Manage Admin Request from departments.
- Create Admin PO / WO
- Manage Admin Expense Bill book.
- Manage Petty Cash & generate records.
- Manage Sales Bill Book, Sales Order.
- Create & Manage Admin Receipt / Issue & Delivery Challan.
- Get Reports of Admin Expense Bill Daily, Sale Bill Book.



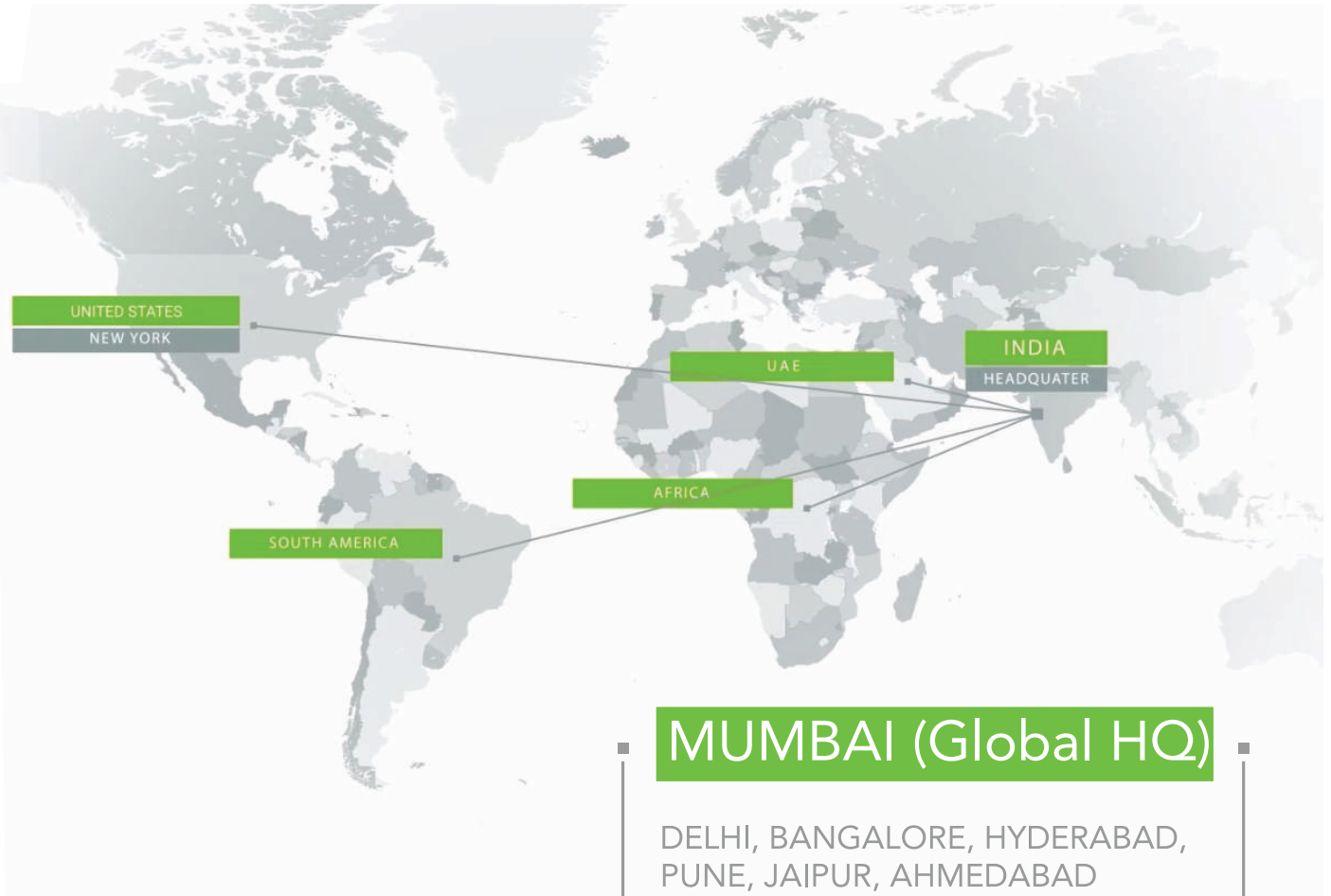
TODO MANAGEMENT

- Create & Assign Task
- Take regular Follow-up of Task assigned
- Schedule Reminder for the Task with the help of the calendar.
- Check the list of pending task & Completed Task.
- Manage & Check the Task which is Overdue.
- Other than ERP out of box Task can be Managed.
- Get Task List Report.
- Auto Generation of Task Bar Chart.



AWARDS & MEDIA PARTNERS

👉 Best PropTech ERP Solution of the Year Realty+ PropTech Awards 2019	✓	
👉 Youth CBRE IT Partner 2016	✓	
👉 The CEO Magazine : 25 Fastest Growing Enterprise Software Companies in India	✓	
👉 Gartner Clients (India's Best IT Market Research & Product Analysis Organization)	✓	
👉 Home Magazine : Top 10 Best Web Based Solution for 2015	✓	
👉 ISO Certified 9001 : 2008 12207 : 20017 27001 : 2013	✓	
👉 Top 10 ERP Companies for Real Estate	✓	
👉 CIA World "Best Construction Software of the Year 2019"	✓	
👉 Naascom Certified Member	✓	
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MUMBAI (Global HQ)

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PUNE, JAIPUR, AHMEDABAD

INTERNATIONAL

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GLOBAL PRESENCE