



Key Features

- Enterprise-Level Scalability
- AI-Powered Predictions
- 360° Project Visibility
- Graphical Data Representation
- Actionable Insights and Dashboards

REAL ESTATE LARGE

Wide-ranging Real Estate ERP software, trusted by business leaders, loved for its AI-backed features, and implemented for its proven success in productivity and revenue.

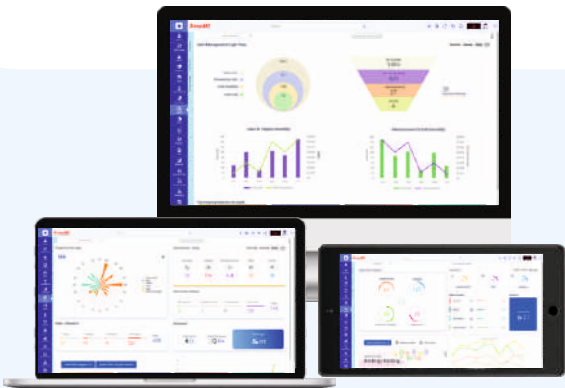


StrategicERP is a software platform for start-to-end process automation. It is an information management system customized for the Real Estate & Infrastructure industry. The product owes its cutting-edge core technology to a team of IITians. StrategicERP's user interface is completely web-based and LAN-supported, with a mobile-based application that is far more flexible compared to conventional ERP systems offered by branded players.

The software architecture overcomes scalability limitations, and as a result, within a short span of its launch, the product made a mark for itself within the SME and large construction and infrastructure industry verticals. Through this product, we strive to deliver a quick, streamlined solution for our clients' existing business processes via StrategicERP.

Real Estate Large








A reliable ERP solution makes managing a business much easier. At StrategicERP, we collaborate closely with our clients to provide customized solutions tailored to their needs. Our solution is highly user-friendly and does not require technical expertise.










Exclusive Features



IVR Integration (Call Center)

Features	Benefits
 Auto Dialer & Click-to-Call	 Enhanced Quality Control
 Call Analysis Audio Player	 Dispute Resolution Assist
 Complete Information Capture	 Performance Management
	 Increased Customer Satisfaction

Complete Digital Media Integration

Features	Benefits
 Proficient Lead Tracking	 Timely Follow up
 Advanced Tracking & Analysis	 Better Lead Nurturing
 Reminders for Follow up on Leads	 Sales Optimization
 Notification on Pending Leads	

Modules & Implementation Flow Chart

Product Modules & Add Ons



Operations

- ✓ ERP Admin
- ✓ HR & Payroll
- ✓ Employee Self Service
- ✓ Administration



Business Development

- ✓ Process Management
- ✓ SRA / Redevelopment
- ✓ Land Management
- ✓ Legal Management
- ✓ Liaison Management



Sales & Marketing

- ✓ Pre-sales
- ✓ Post-sales Activities
- ✓ Customer Help Desk
- ✓ Customer App
- ✓ C.P. Management
- ✓ Lease & Rent Mgt.
- ✓ IVR Integration



Project Management

- ✓ Project Management
- ✓ Site Management
- ✓ Contractors Mgt.
- ✓ Purchase Management
- ✓ Asset Management
- ✓ Plant and Machinery



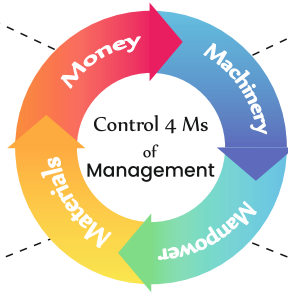
Accounts & Finance

- ✓ Finance Management
- ✓ Statutory Management
- ✓ Budget Management
- ✓ Audit & Assessment
- ✓ Business Intelligence

- ✓ StrategicERP Implementation
- ✓ Mail Welcome Letter with Scope of Work, Documentation, Sample Reports & Data Import Templates
- ✓ Project Kick- off Meeting with the Steering Committee
- ✓ Product Installation and Configuration
- ✓ Training on Master Data Requirements & Handover of Templates.
- ✓ User Creation with Assigned Roles and Responsibilities
- ✓ Responsibility-wise Video Training for All Users.
- ✓ Preparation of Master and Transactions Data by the Champion Users of the Customer
- ✓ Validation of Opening Stock in Site Management with Trial Balance Amount
- ✓ Validation of Ledger Adjustment of the Sales module with Trial Balance (Due, Received, Taxes, Annexure, and Balance).
- ✓ Validation of Project's Actual Cost of Material, Services and Administration with Trial Balance project cost
- ✓ Validation of outstanding bill payable details with Trial balance outstanding
- ✓ Validation of System Print Formats with Client Formats for Welcome Letter, Allotment Letter, Demand Letter, Receipt, Reminder Letters, Agreements, and Possession Letter.
- ✓ Validation of system print formats with client formats for Appointment Letter and Salary slip
- ✓ Add-on integrations as per the PO such as SMS, mail, Click to Call, All Media, Biometric, MSP and Tally Integrations
- ✓ SAP Data Integration for last 10 years, subject to Data Availability for 50 Companies
- ✓ Module-wise Overview Training Sessions with StrategicERP Data
- ✓ Self-practice on test data by users
- ✓ Master and Initial Balances Data Upload
- ✓ Verification and Sign-off of Master Data and Initial Balances Data
- ✓ Sign-off of system print formats of Purchase Order, Work Order, Service Bill
- ✓ Module wise Final Training Sessions with Client Live Data
- ✓ C-20% Product Training – After completion of all module training and milestone sign-off.
- ✓ Go Live Phase
 1. Project WBS reports are accurate
 2. DPR is filled consistently either daily, weekly or monthly
 3. Project cost summary report matches Trial balance project cost
 4. Engineering dashboards reflect the correct data.
 5. Purchase bills are booked accurately with input GST.
 6. Tally integration is completed.
 7. The balance sheet reflects accurate profit and loss.
 8. TDS for the last month is reconciled.
 9. GST for the last month is reconciled.
- ✓ Declaration of Go Live and Go Live Sign Off
- ✓ Go Live - Project Closure and Customer Satisfaction Letter

- Manage Daily Fund Requirements
- Allocate Funds Efficiently
- Automated Cash Flow
- Centralized Money Management

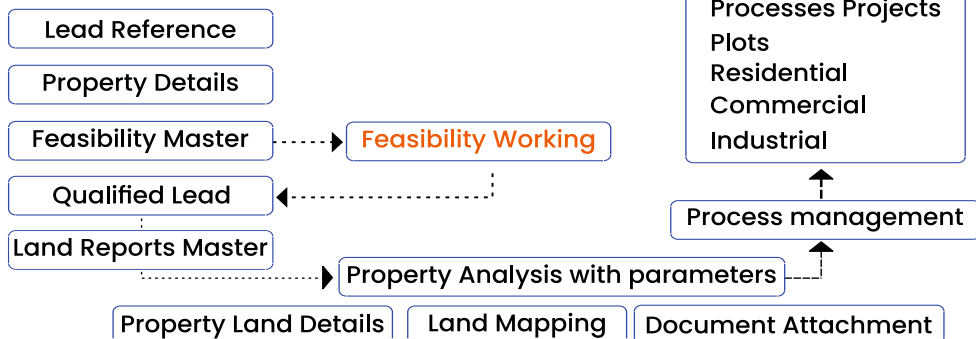
- Material Reconciliation
- Planned vs Actual Comparison
- Simplified Handling
- Accurate Tracking



- Right Machine Placement
- Enhanced Efficiency
- Time-Saving
- Software-Integrated

- Right Employee Allocation
- Strengthened Authority
- Seamless Coordination
- Optimal Utilization

LAND MANAGEMENT



- ✓ Task Allocation
- ✓ Legal work
- ✓ W.O. for Legal
- ✓ SRN for Process
- ✓ Service bill for legal

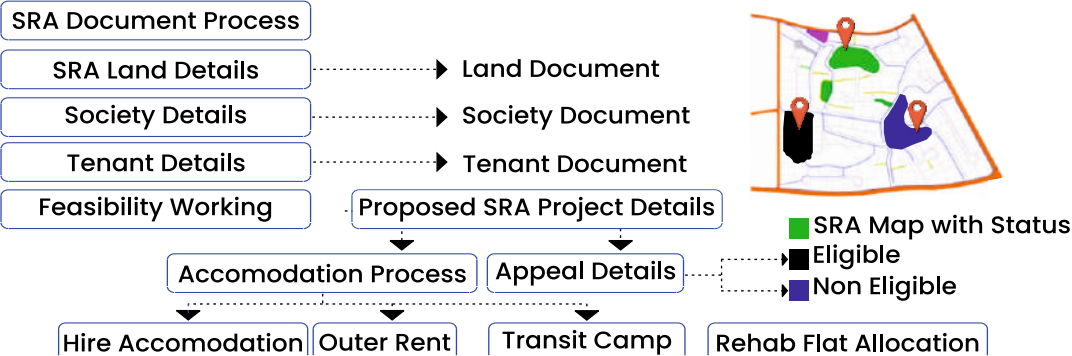


- ✓ Task Allocation
- ✓ Liaison Work
- ✓ W.O. Liaison
- ✓ Reminder for Liaison task
- ✓ Service bill for Liaison task

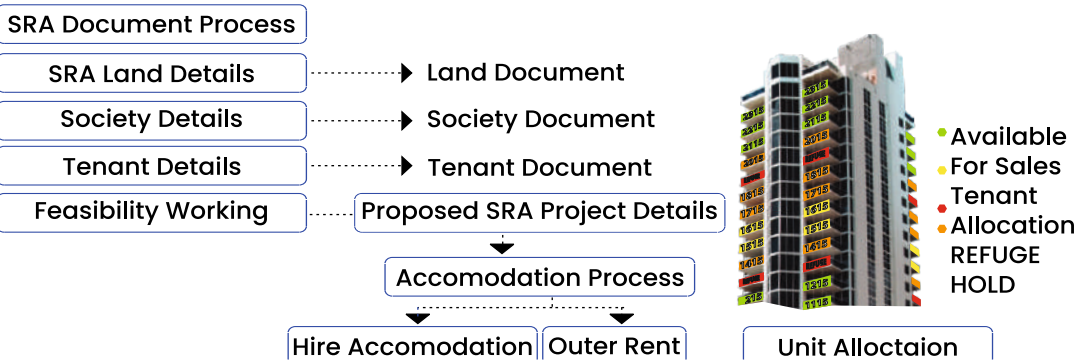


Ready for Construction Plan

Slum Redevelopment Authority (SRA)



REDEVELOPMENT



SALES AUTOMATON CRM

Lead Management

Pre Sales Activity

Campaign

Telecaller

Enquiry

Follow up

Site Visit

Sales

Unit cost Estimation

Follow up

Booking

Signing of Booking Form

Customer

Post Sales

Unit Allocation

Receipt

Demand Letter

Payment Follow up

Post Sales Activity

Agreement

Possession



- ▶ +25% increase in pipeline
- ▶ +30% increase in Sales Productivity
- ▶ +20% increase in Sales Win Rate
- ▶ +40% increase in Forecast Accuracy
- ▶ +30% increase in Revenue

✓ Complaints & Feedback ▶ +50% increase in Customer Satisfaction



STATUTORY

GSTR 1

GSTR 2A

GSTR 3B

GSTR 9

GST Payment

TDS Payment

ESIC Payment

P.F Payment

P.T Payment

IT Returns

FINANCE MANAGEMENT

Chart of A/C

Ledger A/C

FY Locking

Opening Balance

Contra Voucher

Receipt Voucher

Journal Voucher

Debit Note

FINANCE
POSTING

Payment Voucher

Credit Note

Ledger

Trial Balance

Profit & Loss

Balance Sheet

Schedule III

Inter Company Loan

Project Balance
Sheet

Consolidated Trial
Balance

Consolidate Balance
Sheet

HR & PAYROLL



Identify
Vacancy



Prepare job
Description



Shortlisting



Arrange
Interviews



Decision
Making



Appointment



Induction



ESS
Portal /App



Advance/ Loan
Salary Payment



Salary Slip



Salary
Calculation



TA/DA

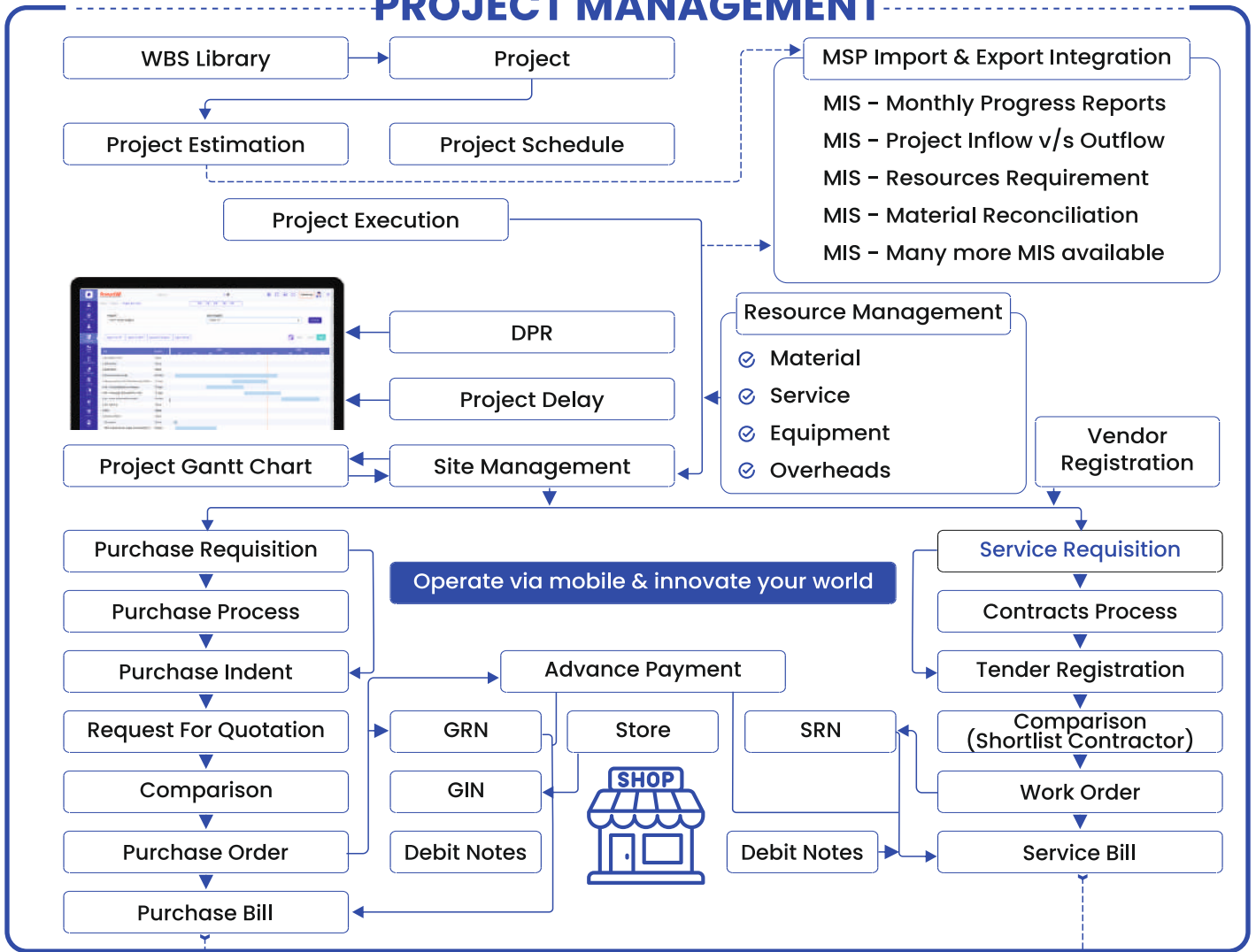


Daily
Attendance



Income
Tax Declaration

PROJECT MANAGEMENT



RERA COMPLIANCE

✓ Architect Certificate

✓ CA Certificate

✓ Engineer Certificate

ADMINISTRATION

Admin Request

Admin PO/WO

Sales Bill Book

Admin Receipt / Issue

Admin Bill Book

TO DO TASK

Create | Assign Task

Land | Legal | Liaison

Schedule Reminder

Follow-up Task

Completed Task

FEW MIS REPORT

Project Budget VS Actual

Project-wise Cash Flow Report

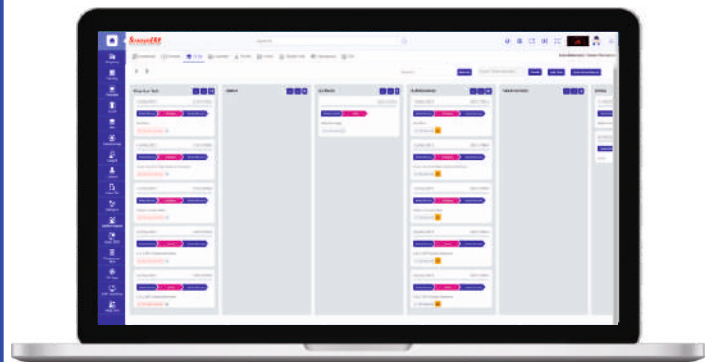
Project Cost to Completion

Project Variance Schedule/Cost

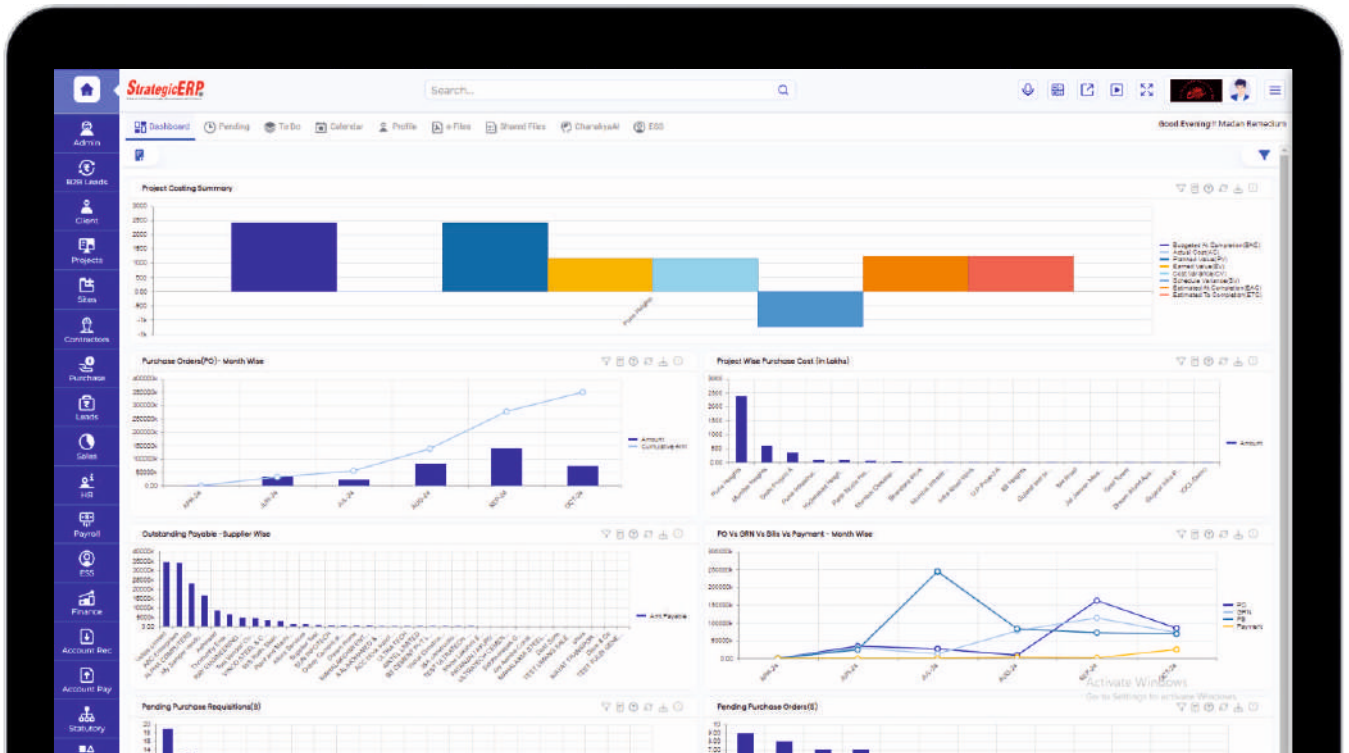
Organizational Chart with Image

Receivable Aging Report

Payable Aging Report



DYNAMIC DASHBOARD



Why Choose StrategicERP?

SALES

Tried & proven ERP solutions by StrategicERP have led to an increase in sales pipeline and productivity. Analysis of strategies to identify the most profitable ones yield more opportunities. With automated sales and marketing campaigns, experience more conversions and retention.

PROJECTS

Centralized document and project management generates accurate estimates and optimized schedules with easy monitoring and communication across all sites. Tackle challenges without escalations facilitated by timely alerts.

ANALYTICS

Gain a competitive edge with StrategicERP's proprietary Artificial Intelligence, Chanakya. Business data is converted into easily consumable reports of information. Insights into business performance, customer behavior and sales forecast drive progress in the right direction.

INTEGRATION

Seamless API & IoT integrations with third-party applications, devices, machinery and assets, for effective customer service, task management, lead generation and device maintenance. The low code and no code programming feature allows seamless integrations for non-technical users.

FLEXIBILITY

For unlimited business management flexibility, StrategicERP has developed industry-specific mobile applications for employees, channel partners and vendors. Install on Android or Apple devices and enjoy a boundless connected work environment.

SCALABILITY

An integrated ERP system with a single source of data, that is built to scale. Keep your digital transformation functioning at its best by instantly downloading upgrades and increasing users and modules as your business expands. A cloud ERP project management system that grows with you.

TOOLS & TECHNOLOGIES

Technology



- ✓ J2FX Framework on JAVA Platform (Auto Code Programming) - Designed by IITians
- ✓ Highly rated by 1,200 users from a client managing 125+ projects.
- ✓ Web-based ERP Software - Compatible with Windows, Linux and Mac
- ✓ No browser/device dependability - operable on tablets, mobile phones, laptops and Pc's
- ✓ Latest developments on RERA, GST, and TDS Returns available in ERP store

Integration



- ✓ Seamless Integration with Tally
- ✓ Import and export of data for Excel
- ✓ Biometric, Mobile, Email, SMS & Complete Digital Media Integration
- ✓ Integration with MSP (Microsoft Project)
- ✓ IVR Integration (Click-to-call / Virtual Number)

Implementation & Training



- ✓ Project Implementation as per schedules
- ✓ Quick & Successful Implementations
- ✓ Project Progress by PMP Certified Team
- ✓ Training on each and every module provided
- ✓ F1, F2 User manual for guidance & Video Tutorial

10k Mobile Apps Users



- ✓ Real-time Approvals and Communication through StrategicERP Mobile App - IOS & Android
- ✓ Online Chat by ERP Mobile App, Digital Marketing App/ Channel Partner App
- ✓ Customer Portal App for Project Status
- ✓ Mobile App Voice Commands & Employee Self Service (ESS) Portal App
- ✓ ERP Store (Update modules, choose add-ons as and when required)

Domain Expertise



- ✓ Real-time Approvals and Communication through StrategicERP Mobile App - IOS & Android
- ✓ Online Chat by ERP Mobile App, Digital Marketing App/ Channel Partner App
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- ✓ Mobile App Voice Commands & Employee Self Service (ESS) Portal App
- ✓ ERP Store (Update modules, choose add-ons as and when required)

Upcoming Version 24.2



- ✓ Version 24.2 (2x faster than 23.1)
- ✓ Bank Integration (Maker Checker approval)
- ✓ Login as another user (hierarchy-based)
- ✓ Scheduler in mobile app with reminder notifications
- ✓ Bulk mailer, bulk SMS from ERP in one click

Management

Ashvin Gami (B-Tech, IIT Bombay) Founder & MD

Ashvin Gami earned a Bachelor's degree in Electronics and Communication from IIT Bombay. His passion for research and development, over the years has led him to develop several innovative products and IT solutions, leading to higher levels of productivity among customers. He is actively engaged in ensuring a high quality of governance, customer satisfaction and 100% project delivery.



Praful Gami (MBA-IT) Co-Founder & Director

Praful Gami holds a management degree and is responsible for pioneering the marketing and business growth strategy of the company. He has been instrumental in defining the organization's philosophy. He works closely with the technical and sales team to deliver the right solution to customers in accordance with their demands. He endeavors to bridge the gap between market expectation and what is available.



Testimonials



StrategicERP's customization, seamless integration, and insightful reports have streamlined our operations, ensuring efficiency and smarter decision-making.

Mr. Hamid Nathani, M.D.



StrategicERP improved collaboration among employees and reduced paperwork with its Tally integration and mobile app.

Mr. Manish Bathija, M.D.



With StrategicERP, we track, manage and automate resources seamlessly, ensuring proactive decisions and customer satisfaction.

Mr. Gopikrishna Patibanda, M.D.



StrategicERP has made our workflow smoother, saving us time and making it easier to share information for timely task completion.

Mr. S P Dayanand, Executive Director



Over 1000 clients and 2.5 lakh users have trusted our award-winning cloud ERP solution since 2005. Build a robust business with StrategicERP's Artificial Intelligence integrated transformative solution.



Various stakeholders have worked very hard on meeting the internal process flow demands. Overall, it has been a very healthy going all this while.



Mr. Wilson Rajan
CEO Phoenix Group, Hyderabad
Scan QR Code To Watch Client Testimonials

When we hand this system over to the next generation, they will be able to adapt to it quickly and will continue to run it in a fulfilling manner.



Mr. Virambhai R. Bhatu
Director of Pramukh Group, Gujarat
Scan QR Code To Watch Client Testimonials

The collaboration among my employees has improved since the time we are implementing StrategicERP in our business process.



Mr. Amit Israni
Director of the Maruti Group, PUNE
Scan QR Code To Watch Client Testimonials

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