



Unique selling point @ Real Estate-Basic

B R A N D T R U S T		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		✓	
E R P - I T S E T U P S			
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		✓	

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.	✓	

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	✓	
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.	✓	

TO DO 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		



GLOBAL PRESENCE

INTERNATIONAL

DUBAI
AFRICA
UNITED STATES

