



Unique selling point @ RE Large

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	✓	

Strategic ERP
 Power of Technology Developed by IITians

PRE - SALES CRM

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

SALES & POST SALES

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

PROJECT ENGINEERING

- ☞ Pre-defined 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 resource 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 orders both ways like Line item wise work orders and payment schedule based work orders
- ☞ Work orders can be prepared based on 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 orders 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	✓	
Pre-defined PR to Purchase level process	✓	
Request for quotations can be sent directly from the 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	✓	
Shortlisting of suppliers based on lowest rates and amounts is possible with graphical interface	✓	
Purchase orders can be prepared by entering GST amounts and can be 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 COMPLIANCE

☞ Auto GST calculation is based on a combination of sending & receiving locations.	✓	
☞ 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 employees 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 Birthdays, Probation period completion date .	✓	
☞ Self-service by employees like applying for leave, Salary & loan Advance and 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 Lien release letters.
- Generate Tax reports like Partner Details for Non-Companies, payment to relatives, Remuneration 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, and Sales Order
- Create & Manage Admin Receipt / Issue & Delivery Challan.
- Get Reports of Admin Expense Bill Daily, Sale Bill Book.



T O D O M A N A G E M E N T





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










LAND MANAGEMENT

- Manage Land Reference leads.
- Set rules & Regulations for land management.
- Collect Property Details & feed it in the system.
- Check the Feasibility Working of that project i.e. takes a decision whether to go with the project or not.
- Can do Property Analysis with parameters.
- Create & Manage Land Management Item Master i.e. make a list of services.










 Create & Manage Budget.	✓	
 Request form for land documents.	✓	
 Create & Manage SRN, orders, receipts & bills regarding land management.	✓	
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



LEGAL MANAGEMENT

 Save the details of all legal contacts under master	✓	
 Allocate legal tasks to the contact available from legal contact master	✓	
 Create & Manage Work orders for legal.	✓	
 SRN for the legal process.	✓	
 Create & Manage Service Bills for legal works.	✓	
 Can obtain Legal bar chart & legal process report	✓	
 Can attach & review legal documents like sale deeds & contracts.	✓	










LIAISON MANAGEMENT

 Save the details of all liaison contacts under a master.	✓	
 Allocate liaison task to the contact available from the legal contact master	✓	
 Create & Manage Work Order for liaison.	✓	
 Set Reminders for Liaison tasks.	✓	
 Create & Manage Service Bills for legal works.	✓	
 Can obtain liaison bar chart & process tracking report	✓	
 Can attach & review sanctions on properties or land.	✓	

BUDGET MANAGEMENT

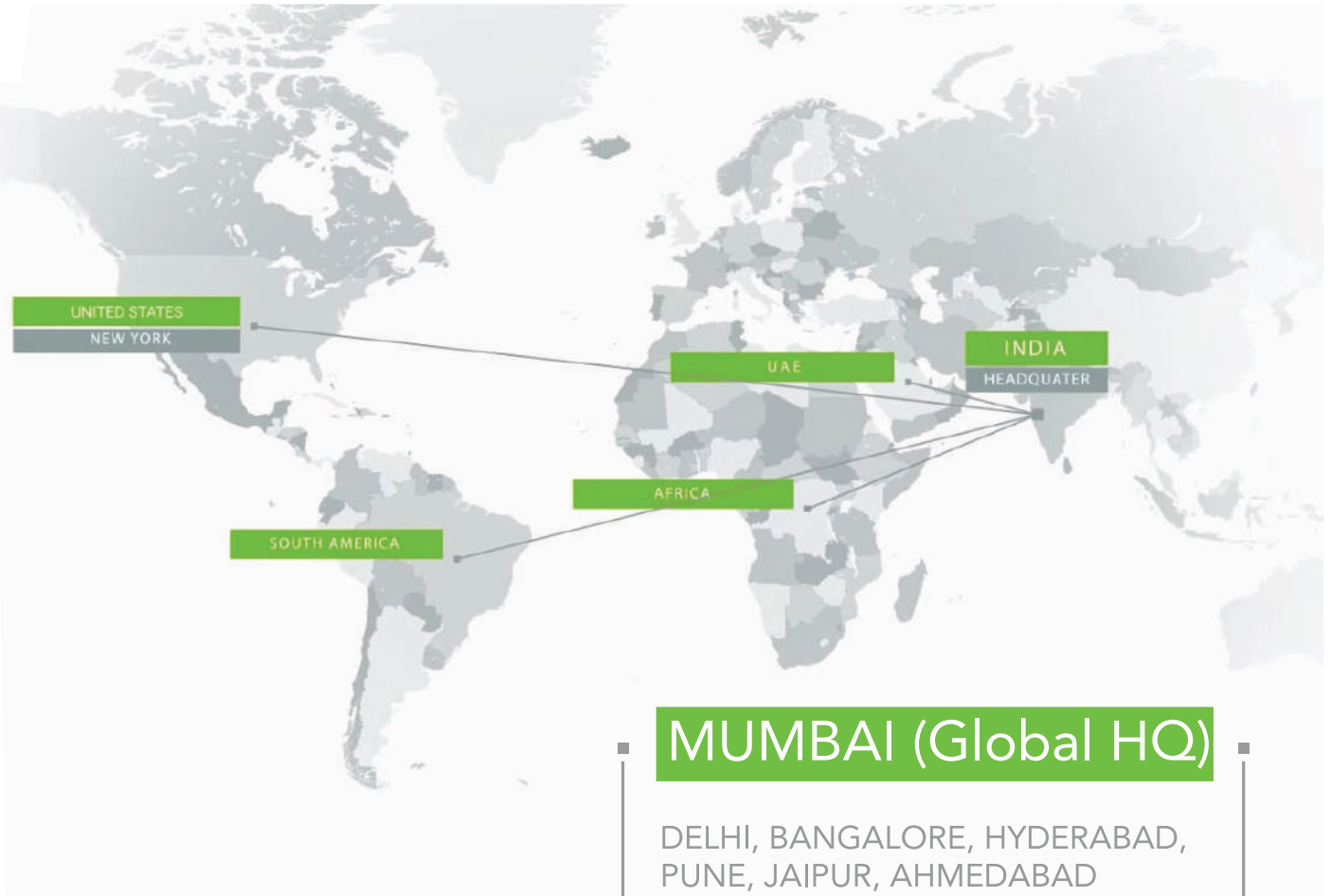
 Create a budget head under the master form.	✓	
 Create & Manage Project Budget with financial control.	✓	
 Provision to Revise Project Budget.	✓	
 Manage Establishment Cost.	✓	
 Set Revenue Targets.	✓	
 Get Budget Cost vs Actual Cost, Revised Budget Report, Fund Flow Summary.	✓	

ASSET MANAGEMENT

 Register Asset & its Types.	✓	
 Allocation of assets to the project.	✓	
 Assign tools & equipment to contractors, employees & track them.	✓	
 Addition of assets can be done.	✓	
 Manage Financial Activities of Asset.	✓	
 Track parts & their cost.	✓	
 Manage Asset Sale &, Closing of Asset	✓	
 Get Depreciation value of Asset.	✓	
 Get Depreciation for companies, Depreciation for IT Act, Pending Asset Bills & Asset Positions in report format.	✓	

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	✓	
Total	<input checked="" type="checkbox"/>	



GLOBAL PRESENCE

INTERNATIONAL

DUBAI
AFRICA
UNITED STATES