



Unique Selling Points @ Ceramic Business Automation

BRAND TRUST	StrategicERP	Other ERP
👉 Products developed by Bombay IITians since 2005	✓	
👉 1000+ Esteemed Customers across the Globe	✓	
👉 2.5 Lakhs + Satisfied Users	✓	
👉 200+ Employee Strength	✓	
👉 20+ Integration with other applications	✓	
👉 Best enterprise level features through proprietary framework	✓	
👉 Best Software development tools and technology and fast adaptability of AI/ML platforms	✓	
👉 Get Product IOS and Android Mobile App	✓	
👉 Easy access with Chrome, Safari, Firefox browser	✓	
👉 Top ranked Gartner Client for future of technology	✓	
👉 TATA Projects Alliance Partner	✓	
👉 Inbuilt Artificial Intelligence and Machine learning technology to optimize processes	✓	
👉 Track User Performance and Analytics	✓	
👉 Customizable reports and dynamic dashboard	✓	
👉 Get up-to-date user, system admin, ERP modules, features and integration guide videos and documents	✓	
👉 Get inbuilt voice command (Virtual Assistance)	✓	
👉 StrategicERP provides inbuilt Data Management System (DMS)	✓	
👉 StrategicERP, an open-source technologies ecosystem cuts down licensing costs and legal hassles	✓	
👉 Get Chatbot for automation and faster responses	✓	
👉 WhatsApp Integration to send messages to Supplier and customers	✓	
ERP-IT SETUPS - READY TO USE		
👉 Get the latest version of the product --> Version 23.2	✓	
👉 Get easy version updates from ERP Store with alerts	✓	
👉 Easy to define company structure and sub-company entities	✓	
👉 Dynamically define user profile with user accesses, roles and responsibilities (Leadership/Directors can be provided with special privileges of the ERP Modules).	✓	
👉 Get secured login through OTP for change in internet	✓	
👉 Restrict and track user sign in location with real time user location	✓	
👉 Get bulk user import functionality for user creation	✓	
👉 Customize workflow permission as client business requirement	✓	
👉 Customize field and report as business requirement (IT / Admin Person can do)	✓	

ERP-IT SETUPS - READY TO USE	StrategicERP	Other ERP
<ul style="list-style-type: none"> E-documents storage form for soft copy data (Paper less Office), and easy accessibility 	✓	
<ul style="list-style-type: none"> ERP chat communicator within organization 	✓	
<ul style="list-style-type: none"> VAPT and STQC certification option available 	✓	
NEW RELEASE/DEVELOPMENT - READY TO USE		
<ul style="list-style-type: none"> Integrated Workforce Management, Product Management and accessibility to third party users like dealers, distributors, partners, etc. 	✓	
<ul style="list-style-type: none"> Workflow (with conditional checkpoints, checklists, and authorisation locked with multiple approvals) 	✓	
<ul style="list-style-type: none"> Activity Stream with collaborative actions such as email, SMS, and comments 	✓	
<ul style="list-style-type: none"> Seamless Intergration with any other legacy ERP systems or third party applications. 	✓	
<ul style="list-style-type: none"> Simplified data capture from webbased forms and multimedia channels. 	✓	
<ul style="list-style-type: none"> Native Apps with core functionalities such as Employee Self Service (ESS), Customer App, Pre and post Sales 	✓	
<ul style="list-style-type: none"> Graphical PreSales and PostSales Chart with Onewindow access 	✓	
<ul style="list-style-type: none"> Easy and independent addition of new forms, creation of dashboards (without any need of support from the solution team) 	✓	
<ul style="list-style-type: none"> Report tool (enabling client to write custom queries and generate reports independently) 	✓	
<ul style="list-style-type: none"> Pivot Table Drag and Drop to analyse data with different perspectives 	✓	
<ul style="list-style-type: none"> Chanakya Prediction AI for identifying hot leads and probability analysis for better lead closure 	✓	
<ul style="list-style-type: none"> Click to Call Knowlarity, MCube, Ozonetel, IVR Guru and AirSoft 	✓	
<ul style="list-style-type: none"> Inhouse IVR CZentrix and Telesoft 	✓	
<ul style="list-style-type: none"> Biometrics (Push Data Technology) eSSL and BitMatrix 	✓	
<ul style="list-style-type: none"> To Do Task Management Kanban View 	✓	
<ul style="list-style-type: none"> Learning Management System Development and curation of Learning Content 	✓	
<ul style="list-style-type: none"> Design Management 	✓	
<ul style="list-style-type: none"> Interactive DPR for contractor 	✓	
<ul style="list-style-type: none"> Project wise permissions and workflow 	✓	
WORKFORCE MANAGEMENT		
<ul style="list-style-type: none"> Create dynamic resource master based on his/her organisational hierarchy 	✓	
<ul style="list-style-type: none"> Create CRM organisation chart 	✓	
<ul style="list-style-type: none"> Define geographical Sales Location 	✓	
<ul style="list-style-type: none"> Define workforce (sales representative) details 	✓	
<ul style="list-style-type: none"> Define Sales Target based with variety of parameters like based on particular SKU, 	✓	
<ul style="list-style-type: none"> Location, Sales Representative Group or individual Sales Representative. 	✓	
<ul style="list-style-type: none"> Define Sales Target based on product category, size, designs, etc., 	✓	

WORKFORCE MANAGEMENT	StrategicERP	Other ERP
☞ Define monthly sales target based on parameters	✓	
☞ Define additional Sales Target as required based on clients business needs	✓	
☞ Define Sales Incentive according to Target achieved	✓	
☞ Tracking of target achieved vs target given	✓	
LEADS MANAGEMENT		
☞ Easily create enquiry sources with reference to different parameters and also get it integrated with any multimedia channel	✓	
☞ Register client by taking details directly from GST Portal	✓	
☞ Send pre-registration forms to your dealers, distributors, partners, etc. and do successful business with them	✓	
☞ Define dynamic tour plan for you sales representatives and track daily activities	✓	
☞ Get real-time meeting information and relevant details	✓	
☞ Campaign management with multiple sources	✓	
☞ Branding and Merchandising Request	✓	
☞ Branding and Merchandising Order Form and Service Billing	✓	
☞ Capture new or review existing project details	✓	
☞ Leads for Project and Project wise SKU sampling and tracking	✓	
☞ Get Project wise consumption details	✓	
☞ Dynamic Order Form based on different order aspects, such as Project Order, Retail Order, etc.	✓	
☞ Generate quotation from the system, and avail user to negotiate with customer with best prices on real time basis.	✓	
☞ Get to see real-time stock details at company and at respective dealer and distributors places	✓	
☞ Get real-time Sales-Order Alert, within company and to dealer and distributors	✓	
☞ Incentive to Sales Representatives	✓	
☞ Allow dealers and distributors to access the SERP environment and mobile-app with all the requisite permissions	✓	
☞ Protect personal data information like email-id, phone number (9820xxxx88) through system intelligence	✓	
☞ Click to call and Auto dialer from CRM	✓	
☞ Missed call to Auto lead generation for follow-ups	✓	
☞ Round robin for lead routing/distribution strategy	✓	
☞ Easy social media integration (Youtube, Facebook, LinkedIn, Instagram, Twitter)	✓	
☞ OCR technology – Image to text for Data capturing	✓	
☞ Get Channel Partner portal login and Mobile App	✓	
☞ Brochure & Amenities Report / MIS auto mail by CRM Mail	✓	
☞ Start to end CRM solution especially designed and developed for Ceramic industries	✓	

LEADS MANAGEMENT	StrategicERP	Other ERP
📁 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	✓	
📁 Lead source analysis of revenue and leads conversion	✓	
📁 Get out of the box 22+ default reports	✓	
SALES AND POST SALES		
📁 Create dynamic company entities based cost center	✓	
📁 Create Performa Invoice, for domestic order, export, etc	✓	
📁 Create delivery challan	✓	
📁 Create invoice, for domestic order, export order, etc.	✓	
📁 Create Free on Board (FOB), Cost Insurance and Freight (CIF), Cost and Freight (CandF) while placing orders	✓	
📁 Define Credit Note and Debit Note based on actual orders and returns	✓	
📁 Generate direct Sales Order from finalized quotation or just directly create sales order	✓	
📁 Create and Track Sales Invoice	✓	
📁 Track all the branding requests received from dealers and distributors	✓	
📁 Track all business partners Stock related transactions	✓	
📁 Generate ledger confirmation and quarterly ledger confirmation and analyze the transactions	✓	
📁 Generate Multi Ledger Details	✓	
📁 Get out of the box 15+ default reports	✓	
Sales Export		
📁 Create customer specific export price list configuration	✓	
📁 Customize customer specific pallet and packaging master	✓	
📁 Create/customize export documentations	✓	
📁 Create customer invoice, consignment documents, packaging details and other documentations details like VGM, etc.	✓	
PRODUCT MANAGEMENT		
📁 Create department wise budget for the specific date range	✓	
📁 Define scheme under specific time/date range and for the specific customer or dealer	✓	
📁 Define merchandising budget for dealers and distributors	✓	
📁 Define dealer service category	✓	
📁 Create Product settings based on customer need (for sampling, preparing architect binder, etc)	✓	
📁 Packing Master--> Create mutiple packing code	✓	
📁 Base Rate Master--> Fix a Base Rate for every Product	✓	

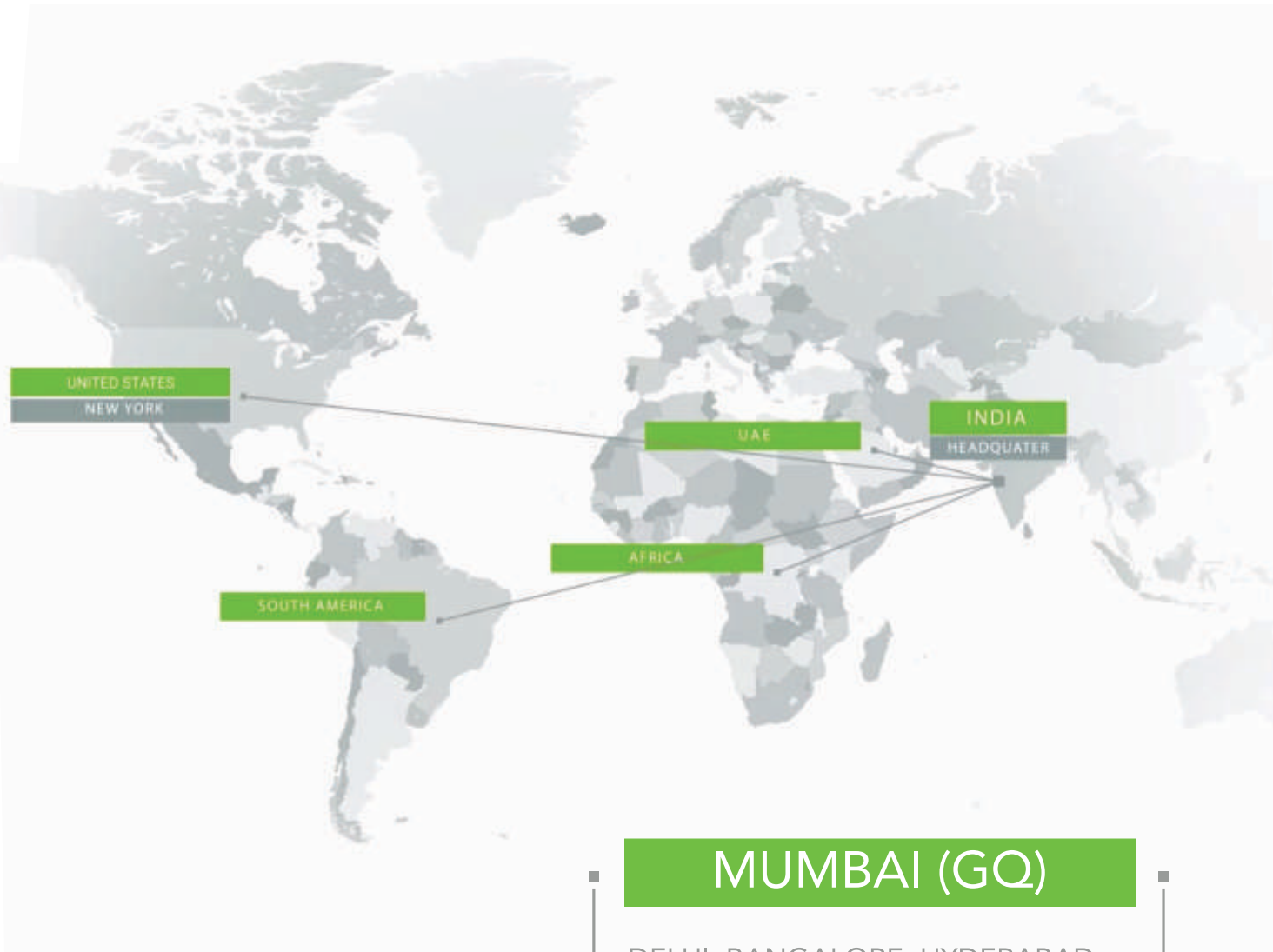
PRODUCT MANAGEMENT	Strategic ERP	Other ERP
🔍 Production Base Rate Master	✓	
🔍 Define dynamic product master based on different product attributes	✓	
🔍 Create knowledge bank master for education purpose	✓	
🔍 Define product configuration based on different parameters	✓	
🔍 Assign knowledge training to the relevant user or user group	✓	
🔍 Customize your product, like multi SKU's can be formed as one SKU	✓	
🔍 Create Price List based on customer according to product category, size, etc	✓	
🔍 View you products as and when required	✓	
🔍 Check your schemes as and when required	✓	
PURCHASE MANAGEMENT		
🔍 Generate Item with multi level item groups	✓	
🔍 Per define procure to pay process (starting from purchase requisition to purchase order).	✓	
🔍 Initiate request for quotations from multiple suppliers, email can be sent directly to supplies asking them to submit the prices for the requisite items.	✓	
🔍 Suppliers can submit their competitive pricing/bid which can include several other factors like item quality, company certificate, etc.	✓	
🔍 Short listing of suppliers on the basis of lowest rates and amounts and other deciding factors	✓	
🔍 Easily compare quotation received from different suppliers for the particular requisition	✓	
🔍 Generate faster Purchase Order from the system	✓	
🔍 Generate Open/Direct Purchase Order from the system	✓	
🔍 Incorporate functionality to prepare the purchase orders with restrictions of budgeted quantities, rates, etc.	✓	
🔍 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 form	✓	
🔍 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	✓	
🔍 Get 20+ out of the box default reports	✓	
PLANNING AND SCHEDULLING		
🔍 Order fulfillment (stock allotment, stock block against sales order)	✓	
🔍 Order Status (track real-time order status)	✓	
🔍 Plan production according to order	✓	
🔍 Generate direct production order from the planned order	✓	
🔍 Order Short Close	✓	
🔍 Multi Order shortclose option	✓	
🔍 Get 5 Out of the box default reports	✓	

PRODUCTION MANAGEMENT	Strategic ERP	Other ERP
☞ Production Order will automatically send to the production unit from the system	✓	
☞ Direction production update --> Stock update	✓	
☞ Avail multiple production methods	✓	
☞ Multiple Report help to plan the production and help to accept orders from customer	✓	
☞ Calculation of Ongoing Production	✓	
☞ Calculation of Finish goods	✓	
☞ Production APP	✓	
☞ Create and update all shop floor activities using mobile app	✓	
INVENTORY MANAGEMENT		
☞ Create Item, Unit, Godown and, Vehicle Measurement Master's	✓	
☞ Create Good Received Note (GRN) against the purchase order	✓	
☞ Create miscellaneous received note	✓	
☞ Generate Purchase Requisition from project	✓	
☞ Prepare Goods Return Entry after quality test and verification of material.	✓	
☞ Generate Bills	✓	
☞ Initiate amendment of Goods received note or Miscellaneous received note	✓	
☞ Issue Goods (GIN) to Project, Contractor, Godown, Miscellaneous, Dealers, Customers	✓	
☞ Set Minimum stock limit for the items	✓	
☞ Get Reports for stock, Pending PRs, PR vs Issue, Goods received, Pending POs for GRN and more	✓	
FINANCE MANAGEMENT		
☞ Define company chart of accounts structure	✓	
☞ Define classification (Balance Sheet and PandL A/c)	✓	
☞ Define Group, Subgroup Level	✓	
☞ Avail 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	✓	
☞ Epayment (through upload , through payment gateway facility)	✓	
☞ All type of TDS Payment	✓	
☞ Debit for recovery (reason wise separate GL)	✓	
☞ Creditor to debtor transfer.	✓	
☞ E-Invoice, E-Way Bill Facility	✓	

STATUTORY COMPLIANCE	StrategicERP	Other ERP
☞ Auto GST calculation based on combination of sending and receiving location.	✓	
☞ Auto GST based on HSN/SAC code	✓	
☞ Percentage (%) 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	✓	
☞ GSTR 2A, 2B	✓	
☞ GSTR 3	✓	
☞ Auto income tax calculator of all the employee at one shot	✓	
☞ Calculate and initiate payments for PF, ESIC, PT, LWF, TDS, GST	✓	
HR and PAYROLL / ESS App		
☞ Overall Recruitment and 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 and loan Advance , Income tax declaration.	✓	
☞ Full and final with gratuity and leave encasement facility	✓	
☞ Sign In Sign Out within Radius (Geofencing API)	✓	
☞ Biometrics Integration	✓	
☞ GPS Location Tracing App	✓	
CUSTOMER PORTAL AND APP		
☞ Plan and generate order	✓	
☞ Get real-time tracking and stock details	✓	
☞ Initiate complain request and track the real-time status	✓	
☞ Define insurance details, submit insurance claim and track insurance claim process	✓	
☞ View outstanding bills and ledger status	✓	
☞ Get customer app for easy access to the modules	✓	
VENDOR PORTAL		
☞ Receive the purchase order, and customer details for easy process of operational activities	✓	
☞ Define competitive product rates	✓	
☞ Track the operational and logistical activities	✓	
☞ Update production status online against the job order	✓	
☞ View outstanding bills and ledger status	✓	
☞ Get vendor app for easy access to the modules	✓	

BRANDING	StrategicERP	Other ERP
☞ Define location, customer and product based branding details	✓	
☞ Tracked expenses spend for branding	✓	
☞ Generate and track branding work order, and it status	✓	
MERCHANDISING		
☞ Track merchandise sent to various distributors	✓	
☞ Track merchandise expenses spent based on distributors	✓	
☞ Get real-time information on the merchandise tagged products	✓	
QUALITY ASSURANCE		
☞ Define quality parameter based on product and several other defining factors	✓	
☞ Initiate quality check/for the in-house production	✓	
☞ Define quality process for external vender based on work order	✓	
☞ Define quality process for export order, and track the quality certificate/documentation through external agency	✓	
AUDIT and ASSESSMENT		
☞ Generate Finance reports like Cash Flow, Sales report, Sales report with the receipt, Summary of Lienrelease letters.	✓	
☞ Generate Tax reports such as Partner Details for Non Companies, payment to third parties, loan Records and Depreciation for Non Companies and IT Act	✓	
☞ 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 Reimbursements, Form 27A, Letter for TDS Certificate, Excise Returns, Tax Audit Report and more	✓	
ADMINISTRATION		
☞ Register Vendor for Administration	✓	
☞ Create and Manage Admin items in the master form.	✓	
☞ Get and Manage Admin Request from departments.	✓	
☞ Create Admin PO / WO	✓	
☞ Manage Admin Expense Bill book.	✓	
☞ Manage Petty Cash and generate records.	✓	
☞ Manage Sales Bill Book, Sales Order.	✓	
☞ Create and Manage Admin Receipt / Issue and Delivery Challan.	✓	
☞ Get Reports of Admin Expense Bill Daily, Sale Bill Book.	✓	
HAPPY TO HELP		
☞ Get request register which will allow or company to create request for insurance claim, register customer complaint and other nature of complain or requests	✓	
☞ Generate Inspection report based on several parameters	✓	
☞ Generate Insurance Claim form with respect to registered request	✓	
☞ Renew insurance policies	✓	

HAPPY TO HELP	StrategicERP	Other ERP
📄 Generate and send across feedback form to the customer for complaint and insurance claim form	✓	
📄 User-definable dynamic escalation matrix	✓	
📄 Alerts to particular department for complaints and insurance claim received	✓	
📄 Email Communication with client about status of complaint and insurance claim	✓	
📄 Track online enquiry from customers about products and services	✓	
📄 Get out of the box 7+ default reports	✓	
📄 Route queries,complaints and insurance claim to partners and distributors	✓	
TODO TASK MANAGEMENT		
📄 Create and assign task to the peer and subordinates	✓	
📄 Take regular follow-up on the assigned tasks	✓	
📄 Schedule reminder for the task	✓	
📄 Get the list of pending task and completed task	✓	
📄 Manage and 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 and 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 and 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	✓	
📄 Ashvin Gami-10 Best Indian CEOs to Esteem in 2022 by Business Connect	✓	
Total	☑	



MUMBAI (GQ)

DELHI, BANGALORE, HYDERABAD,
PUNE, AHMEDABAD

INTERNATIONAL

DUBAI
AFRICA
UNITED STATES OF AMERICA
SOUTH AMERICA

GLOBAL PRESENCE