INTRODUCING...
WEB NINJA CRM

INTEGRATED CRM FOR ALL USERS OF OSTENDO®

Streamline and enhance the operations of your Sales Team

Sales leads are a precious commodity for your business and Web Ninja CRM offers you and your sales team a full range of sales and campaign management functionality. Web Ninja CRM will assist your business with bringing in new customers and keeping your existing customers loyal and well informed. You purchased Ostendo® to provide efficiencies in your business, let Web Ninja CRM further enhance your investment.

Integration with Ostendo®

Web Ninja CRM provides a unique two way integration between your sales process and your Ostendo Business software.

- No need to clutter Ostendo® Customers with unwanted prospect data
- Convert CRM leads to Ostendo® Customers once the first sale is confirmed
- Data is automatically updated between Ostendo® Customers & Contact and your CRM
- Read / Write data between Ostendo® and CRM customised to your business requirements

Microsoft® Outlook® Integration

Microsoft® Outlook® forms a big part of how you communicate with your customers – proposals, clarifications, invites, tasks, meetings, all work typically done in Microsoft® Outlook®. Web Ninja provides full integration to Microsoft® Outlook®, ensuring all the important information regarding your leads, prospects and customers are within reach anytime you need to see it.

- Synchronise contacts between Microsoft® Outlook® and Web Ninja CRM
- Add customer-related incoming and outgoing E-mail messages from Microsoft® Outlook® to contacts in Web Ninja CRM
- Filter E-mails in Microsoft® Outlook® and add only necessary e-mails to Web Ninja CRM
- Synchronise customer-related tasks between Microsoft® Outlook® and Web Ninja CRM
- Synchronise customer-related calendar (calls and meetings) between Microsoft® Outlook® and Web Ninja CRM

Marketing Automation

Telling people about your business is the most important thing you can do, Web Ninja CRM gives you the tools to not only reach out to seek new opportunities, but capture and then nurture the ones who want to know more.

Campaign Management
- Manage organisation-wide marketing campaigns
- Track campaign effectiveness based on customer data
- Execute personalised mass mailing campaigns

Email Marketing
- Manage mailing lists based on existing data related to leads, accounts, and contacts
- Create HTML email templates directly from the system
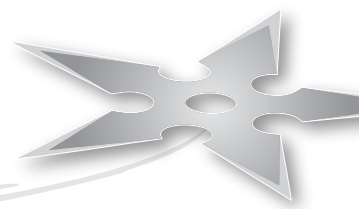- Send mass E-mail campaigns from selected mailing lists

Lead Management
- Capture leads directly from your Web site and transfer to Web Ninja CRM
- Customise online lead form as per your organisation requirements
- Import leads from external sources, such as Web downloads, trade shows, seminars, direct mail, and other types of campaigns
- Qualify leads to next stage based on information captured in lead details

Affordable and effective

Web Ninja CRM is a cost-effective solution that will help you close sales faster and create more opportunities for potential customers to know about your business. From the people that brought you Web Ninja/Ostendo® integrated on-line stores, our desire is for business owners to achieve efficiency and operational success whilst maintaining integrated accounting.

When you look at the cost of a 'missed' sales opportunity, Web Ninja CRM could be the most cost effective decision your business makes this year. Call us or your Ostendo® business partner to discuss what Web Ninja CRM can do for your sales process.

CLOSE SALES FASTER WITH WEB NINJA CRM

Call the Ninjas to assist with:

- Integrating your Sales Processes to Ostendo®
- Automated Web Lead integration

- Marketing Campaigns to new Prospects
- Marketing Campaigns to Existing Customers
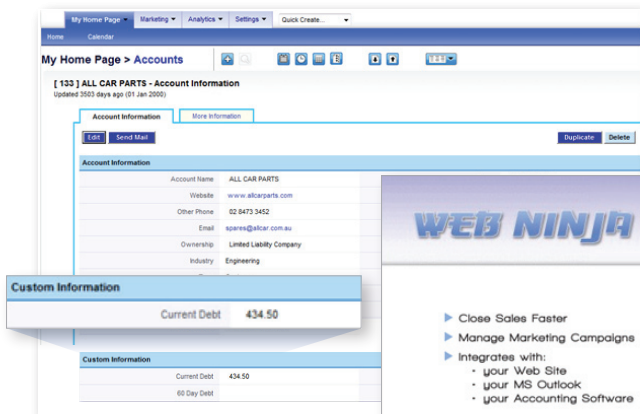
What's Next?

- Read the back of this brochure
- Visit us at www.webninja.com.au
- Email us at sales@webninja.com.au
- Call us on 1300 799 647
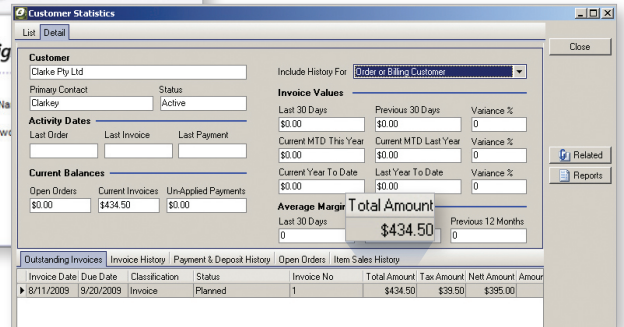
How Web Ninja CRM works

Web Ninja CRM is as easy as 1… 2… 3. Get to your prospects and customers faster.

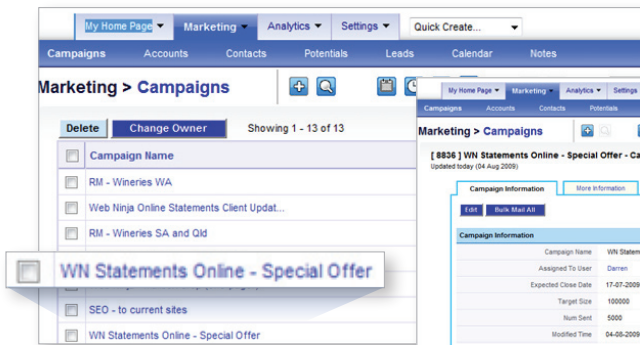**1.** Customer in Web Ninja

2. Web Ninja CRM
— 2 way integration

3. Customer in Ostendo®

Managing your Campaigns has never been as easy

1. Initiate multiple campaigns

2. Select your Target market

3. Choose from your customised templates

(Statements Online panel:)

"Collect money quicker with Statements Online"

With Web Ninja Statements Online, your customers have their own secure 'portal' to access, print and most importantly pay your invoices.

With Web Ninja Statements Online, your customers can pay their outstanding invoices via a secure credit card payment gateway - as simple as 'tick and pay'.

No more excuses like "I can't seem to find your invoice" or

"Could you fax me another one".

Web Ninja Statements Online improves your cash flow by making your invoices and statements available for payment 24/7.

Web Ninja CRM includes:

Sales Force Automation
- **Lead Management**
- **Account and Contact management**
- **Opportunity management**

Activity Management
- **To Do's / Meetings Calls**
- **Activity History**
- **E-Mail Notifications**

Marketing Automation
- **Campaign Management**
- **E-Mail & Mail Merge Templates**
- **Mass Mailing**

Outlook Integration
- **Integrated Outlook Calendar**
- **Attach Outlook emails to CRM**
- **Syncronise Contacts**

Reports
- **Pre Built Reports**
- **Pre Built Dash Boards**
- **Customisable Reports**

Security Management
- **User management**
- **User Groups**
- **User profiles**