CRM321

ADD QUALITY TO YOUR CUSTOMER SERVICES

Customer Relationship Management (CRM)

1. The most important and easy-to-use part of the company's IT infrastructure.

2. Best-in-class cross-organizational tasks functionality.

3. Focus on Customers to help You control quality of:

- Customer information
- Invoicing & billing
- Helpdesk services
- Communications (calls, meetings, mails, messaging)
- and more

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CRM321

- **Open Source "SuiteCRM" system as a foundation**

  The best platform «as is» on the market.

- **Custom codebase**

  Valuable extensions from Lab321.

- **True DevOps -** *"You build it, you run it"*

  30 years of experience in various industries: utilities, banks, government, SMB and more.
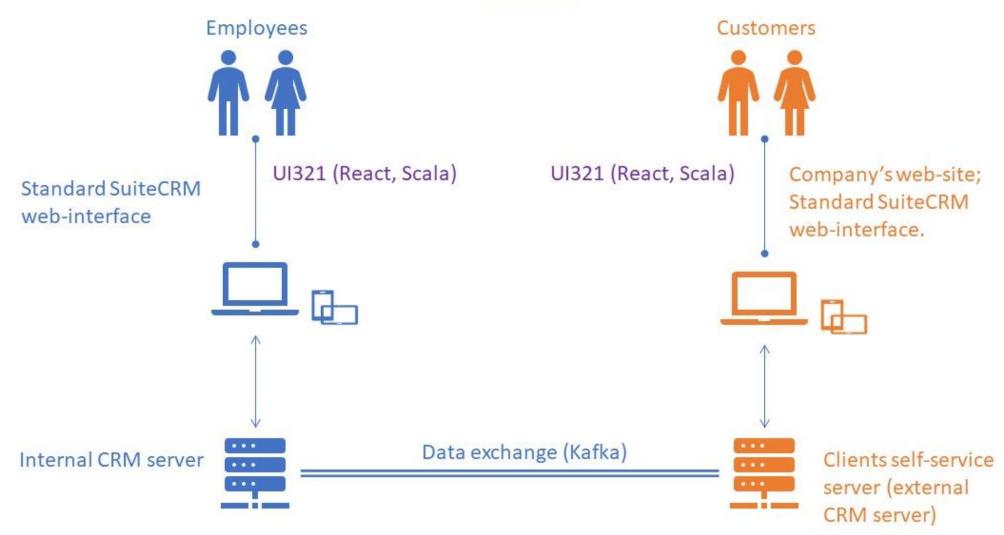
CRM321

- **Custom codebase**
  - Industry specific extensions
  - Integration with website/mobile app, API
  - Business Process Management (BPM) BPM321 or Camunda
  - Auto-tests & live documentation (TDD – test driven development)
  - New User Interface (UI) – React+Scala
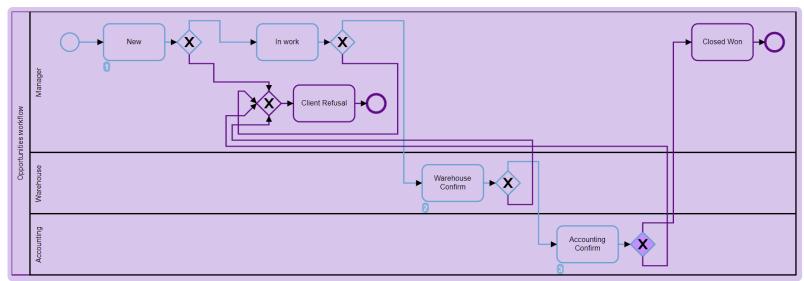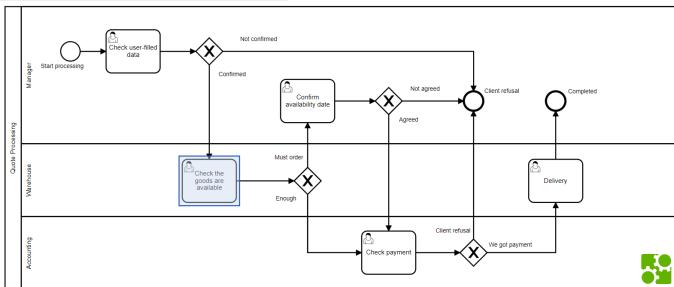
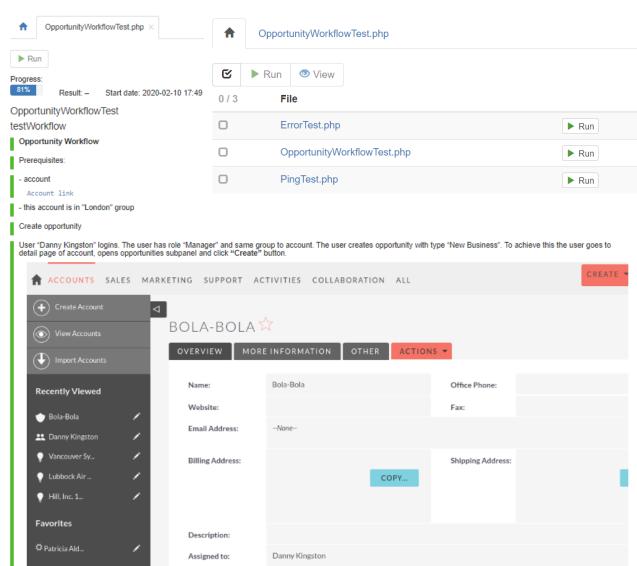# CRM321
Industry specific extensions

CRM321
New UI

Employees

UI321 (React, Scala)

UI321 (React, Scala)

Customers

Standard SuiteCRM web-interface

Company's web-site; Standard SuiteCRM web-interface.

Internal CRM server

Data exchange (Kafka)

Clients self-service server (external CRM server)

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BPM321
or Camunda

CRM321

Autotests & Live Docs (TDD)

CRM321

3. True DevOps Skills

2. Custom codebase

1. Platform codebase

- ▶ **DevOps321**
  - ▶ *"You build it, you run it"*
  - ▶ Cross-functional, cross-organizational team
  - ▶ TDD (test driven development)

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