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Choosing a CRM system

need not be complex or expensive

Customer Relationship Management (CRM) is an essential tool for running a successful business. The better the relationship with your Clients, the easier it is to conduct business and generate revenue.

Understanding the technology choices and delivery options to select and deploy a CRM solution makes good business sense.

CRM solutions fall into the following five broad categories.

Off-the-shelf solutions

Several software companies offer basic CRM applications that address entry level requirements. This approach is generally suited to start ups and smaller short term projects.

Main stream applications may appear to be cheaper initially as you are investing in standard software components. The downside is the software may not always do precisely what you want and you may have to trade off functionality for convenience, support will usually be provided from a person reading from a knowledge base with no real experience of using the software in a commercial capacity.

Bespoke software

If budget is of no consequence then engage a team of consultants and software engineers who will start from scratch and customise or create a CRM solution and integrate it with your existing software and working practices. This will be expensive and time consuming, 6 months to a year is not an uncommon lead time. If you choose this option, make sure you carefully specify exactly what you want.

Costs will vary depending on your requirements and the availability of skilled staff, it is unlikely your staff will be able to further develop the application without payments to the original supplier at a later date.

Software as a Service

There are two main options which usually involves renting a customised suite of CRM applications as a standard package. This can be cost effective but it may mean that you have to compromise in terms of functionality as you will be renting preset modules. Other systems such as WiredContact let you host and manage the system yourself or select a partner to host for you.

Free CRM solutions

The purchase price may be free though consultancy costs usually escalate rapidly and support is also either free therefore dubious or unavailable when you have a problem and then it's really expensive. Anyone Company developing a solution is going to recover the costs somewhere. No serious business would rely upon allegedly free essential systems.

Outsourced solutions

Application service providers can provide web-based CRM solutions for your business. This approach is ideal if you need to implement a solution quickly and your company does not have the in-house skill sets and resources necessary to understand SQL and HTML.

WiredContact Enterprise

WiredContact has the features you would expect from a company with CRM experience from 1985 and the same development team since 1998.

WiredContact uses two core elements SQL and HTML, these skills are readily available in most companies therefore implementing a new feature or process can be done in house, often without the need for external support.

Most basic installations take only a few hours to implement, you control the development at a pace and with the features you want, your staff can import data and start work immediately. Essential to our

philosophy is that WiredContact works the way you do, we do not ask you to alter your methods to implement WiredContact.

WiredContact is unique

We do not rely on locally installed software we cannot control, this has a number of significant advantages:- "*Cost, and Control*" each time your operating system changes or a new version of Word comes out WiredContact still works regardless of browser, device or location of the user.

Many leading CRM systems rely upon SQL. WiredContact places no restrictions upon you, we do not impose compulsory support or maintenance agreements, we charge only £25 per user per year for upgrades. Other solution providers insist on frequent upgrades in addition to essential updates to accommodate changes in software they cannot control.

Prices - in US\$ converted to your currency at the time of purchase

WCE License Pricing		
Volume Level	WCE Named Per User License	WCE Concurrent Per User License
1 - 4 Licenses	\$430.00	\$860.00
5 - 9 Licenses	\$299.00	\$598.00
10+ Licenses	\$269.00	\$538.00
Upgrade from WCA	\$169.00 per user at all levels*	\$338.00 per user at all levels *

Support

Pay only for the time you use, have your staff trainers trained to control costs.

Partners are available in most countries

For an online demonstration with full questions and answer session please contact your local WiredContact partner or call us on +44 020 8099 3032