



## Why should your company have a CRM?

CRM (Customer Relationship Management) is the abbreviation used to define a business strategy focused on customers, which purpose is to gather as much information of your customers as possible, in order to build long term relationships and increase satisfaction levels. This tendency is part of what it is defined as Relationship Marketing, which also focuses on the study of prospects and the different ways to create close bonds with them. The main idea is to concentrate on the customer in order to get to know him in depth, increase the value of your offer and achieve successful results. Take into account that nowadays, strategies focused on customers are essential to create competitive advantages.

INES offers a software that will help you to incorporate this strategy into your business, in a fast and efficient way. INES solutions cover all business processes, from customer care to commercial management, guaranteeing both, an increase in productivity and the protection of your data.

Thanks to the Internet, you can access your data from any place, anywhere. INES also offers *On demand* solutions, which reduce implementation costs and extended implementation time frames of your CRM: it only takes 30 days to experience the advantages of this powerful tool and the support given by our team of professionals.

## A new tendency: CRM On Demand

The traditional CRM, which implies high implementation and infrastructure costs is being replaced by a new concept: the CRM On Demand, also known as SaaS CRM (Software as a Service) or Cloud CRM. This new modality offers universal access with a simple internet connection and a dramatic reduction of implementation costs and maintenance that the traditional CRM used to have. Thanks to INES On Demand, you will only pay for those services that you actually use.

## Advantages of a CRM On Demand

- Internet CRM: the On Demand version increases productivity because it enables you to access your data anywhere, anytime. Time and place limits disappear.
- It doesn't require any existing infrastructure: little or no investment in hardware and software. A simple browser is enough.
- Automatic updates: there is no need to hire extra IT staff to perform updates; this will be done automatically when they are available.

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- Quick implementation: quick implementation = quick return on investment.
- Safety and protection of your data: INES has a datacenter in SWITZERLAND and FRANCE, hosted by EQUINIX, a hosting world leader. You will enjoy of excellent conditions in terms of safety, hosting and protection of your data, with no additional costs. Companies such as VODAFONE/SFR, Black&Decker and Berlitz entrust EQUINIX their data.
- Modular solution: You will only spend Money on what you really need. Each user will have access to an adapted solution, without being forced to implement the same solution for everyone and over-consume. INES takes care of your company's budget.
- Payment by month, per user: you won't have to re-invest, particularly in periods of high activity.

### **What is Cloud Computing and how does it relate to CRM?**

Cloud Computing is a term that has revolutionized the way in which companies manage and store their data. It is a hosted solution that stores data in servers and it is offered to customers as an On Demand solution.

CRM solutions are cloud-based hosted and allow customers to reduce acquisition costs, implementation and maintenance. It is not necessary to invest neither on additional software, nor on hardware. With a simple internet connection, you will have access to all your data. One of the advantages of this modality, in comparison with a license, is that you will only pay for the service you are actually using.