



What is i-CRM?

i-CRM is a complete web-based system designed to manage your contacts and customer data. The data is securely hosted in the Norwest Advertising data centre, where it is able to be accessed conveniently from any location world-wide with a standard username and password combination.

i-CRM Overview:

- User-friendly and easy-to-use.
- Web-based: access your data from anywhere.
- Very affordable for small businesses.
- Allows you to keep track of your contacts and clients.

What kind of features does i-CRM offer?

i-CRM offers two separate databases: contacts and companies.

The clients and companies databases are relationship-linked and a single company can hold a virtually unlimited number of contacts.

When required, any contact or company can be moved into a special database “customers”. This will allow you to keep your potential contacts and clients separately to your existing customers.

All entries are easily searchable by Contact/Company name and Phone number.

i-CRM also offers a capacity to add “history” tags to contact/company entries in reverse chronological order. The history tags can be simply comments or can be fully detailed steps your business took with a particular client / or potential client.

Emailing your contacts is also possible with i-CRM. i-CRM gives an option to develop a list of email templates that are able to be automatically distributed amongst your database. *

How compatible is i-CRM?

i-CRM is compatible with most common up-to-date browsers:

- Internet Explorer 6.0 +
- Mozilla Firefox 1.5 +

How can i-CRM be implemented into my business?

i-CRM can be implemented in a variety of ways.

1. Hosted in the Norwest Advertising Data Centre

This is the most simply way to implement i-CRM into your business. Norwest Advertising takes care of all the hosting needs and simply provides your business with username(s)/password(s) needed to access the system.

2. Hosted on your server.

Norwest Advertising can deliver a fully functioning server with i-CRM preloaded. Please consult the server document on the i-CRM website regarding this option.

For most businesses the first plan is the most viable and wise option. If you are interested in other options or buying the source code rights to i-CRM, please contact Norwest Advertising to discuss other options.

Are more features planned for i-CRM?

Some of the features planned with the future versions of i-CRM:

- Support for access from mobile phones and PDA devices.
- Support for HTML emails.
- Ability to create a personal plan.
- Ability to maintain a diary.
- Reminders

* Emailing feature is only enabled if i-CRM is hosted outside the Norwest Advertising DataCentre. This is due to liability issues concerning with SPAM legislations.