

# Real Estate MEDIUM

With iOS & Android Apps



## 15+ BEST TECH BRAND AWARDS



+91-022-25770088

enquiry@strategicerp.com

www.strategicerp.com

Kanjurmarg, Mumbai - 400078.



GET IN TOUCH  
**+91-022-25770088**



# StrategicERP

StrategicERP is a software platform for start-to-end process automation. It is an information management system customized for Real Estate & Infrastructure Industry. The product owes to its cutting edge core technology developed by a team of IITians. StrategicERP user interface is completely Web-based and LAN supported with an added mobile-based application that is far more flexible, compared to conventional ERP systems offered by branded players.

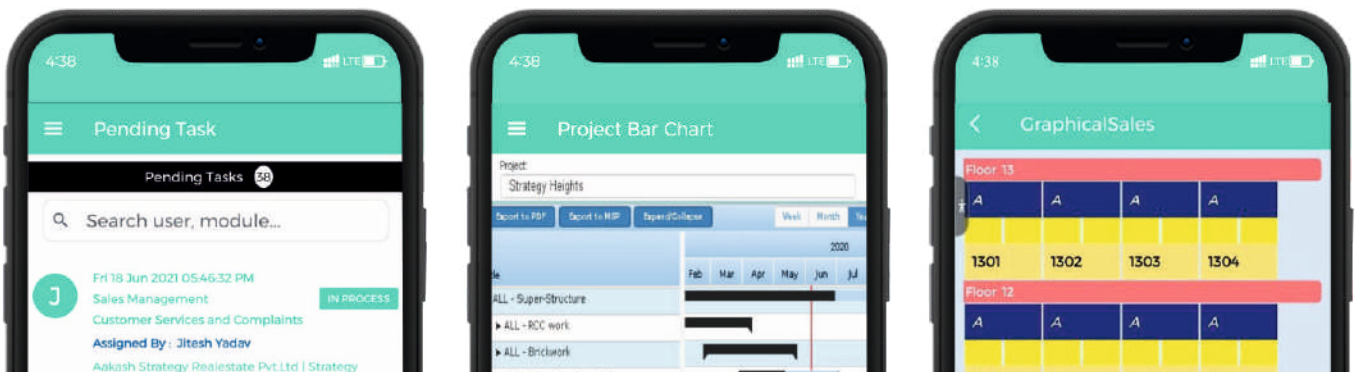
The software architecture allows to overcome scale limitation and as a result within a short span of 10 years of its launch the product has made a mark for itself within the SME and large construction and infrastructure industry vertical. Through this product, we strive to deliver a quick streamlining solution for our client's existing business processes through StrategicERP.

## Real Estate Medium

Real Estate Medium solution is our flagship product running successfully for various clients in the Real Estate sector. It is a sophisticated, robust accounting and operation management system for real estate businesses. With StrategicERP system, you can create a perfect lasting fit for your business by implementing only the modules you need today and subsequently building your financial and operational system over time as you grow by adding more than 20 modules.



## Exclusive Features



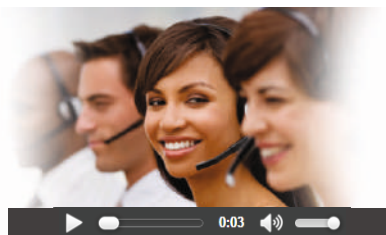
### IVR Integration (Call Center)

#### Features

- Click to Call
- Audio Player for Call Analysis
- Records Complete Call Information
- Client Calling for Incoming / Outgoing Calls

#### Benefits

- Better Quality Control
- Dispute Resolution
- Performance Management
- Improved Customer Satisfaction



### All Digital Media Integration

#### Features

- Proper tracking of leads in CRM
- Advanced tracking & analysis
- Reminder to the sales team about leads follow up
- Notification of pending leads.

#### Benefits

- Timely follow up
- Accurate track over leads
- Easy for the sales team to follow up
- Status wise update of leads



# Real Estate Medium Cycle



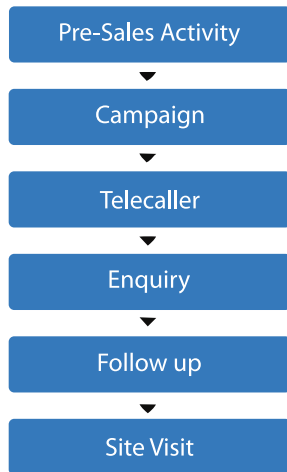
- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>Mail &amp; SMS Integration</li> <li>Tally Integration</li> <li>Mobile ERP App</li> <li>Budget Management</li> <li>Asset Management</li> </ul> | <ul style="list-style-type: none"> <li>All Digital Media Integration</li> <li>Click to Call (IVR Integration)</li> <li>Loan Management</li> <li>Lease &amp; Rent Management</li> <li>SRA / Redevelopment</li> </ul> |
|--|---|



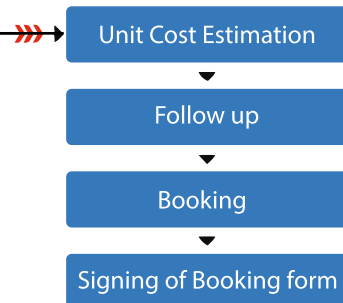


## SALES AUTOMATION CRM

### Lead Management



### Sales



### Post Sales



**CUSTOMER**

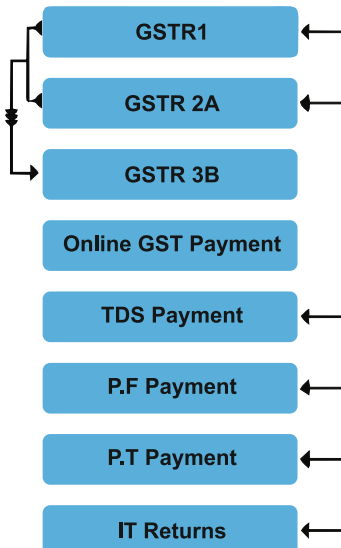


✓ Complaints & Feedback

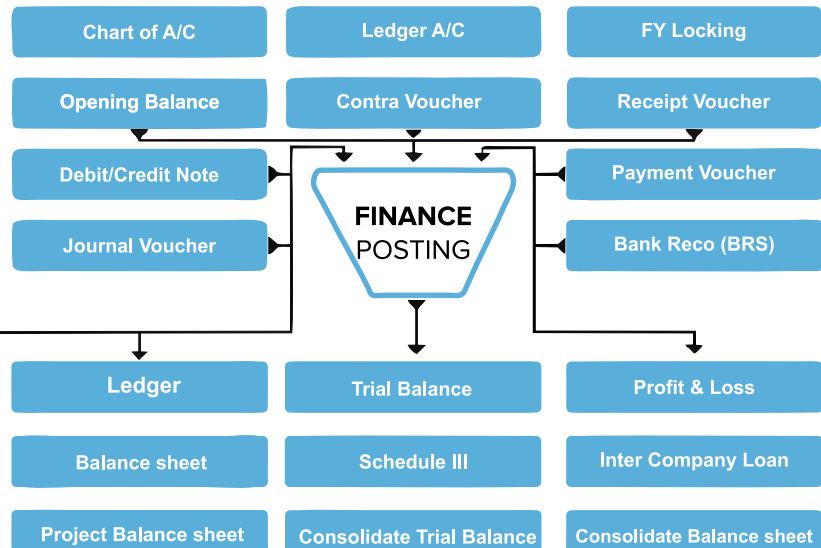
- ✓ +25% increase in pipeline
- ✓ +30% increase in Sales Productivity
- ✓ +20% increase in Sales Win Rate
- ✓ +40% increase in Forecast Accuracy
- ✓ +30% increase in Revenue
- ✓ +50% increase in Customer Satisfaction



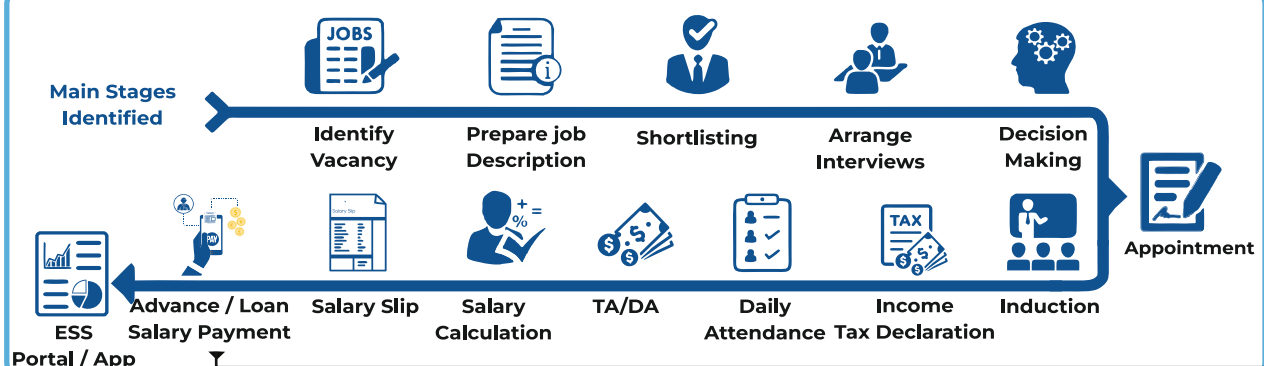
## STATUTORY



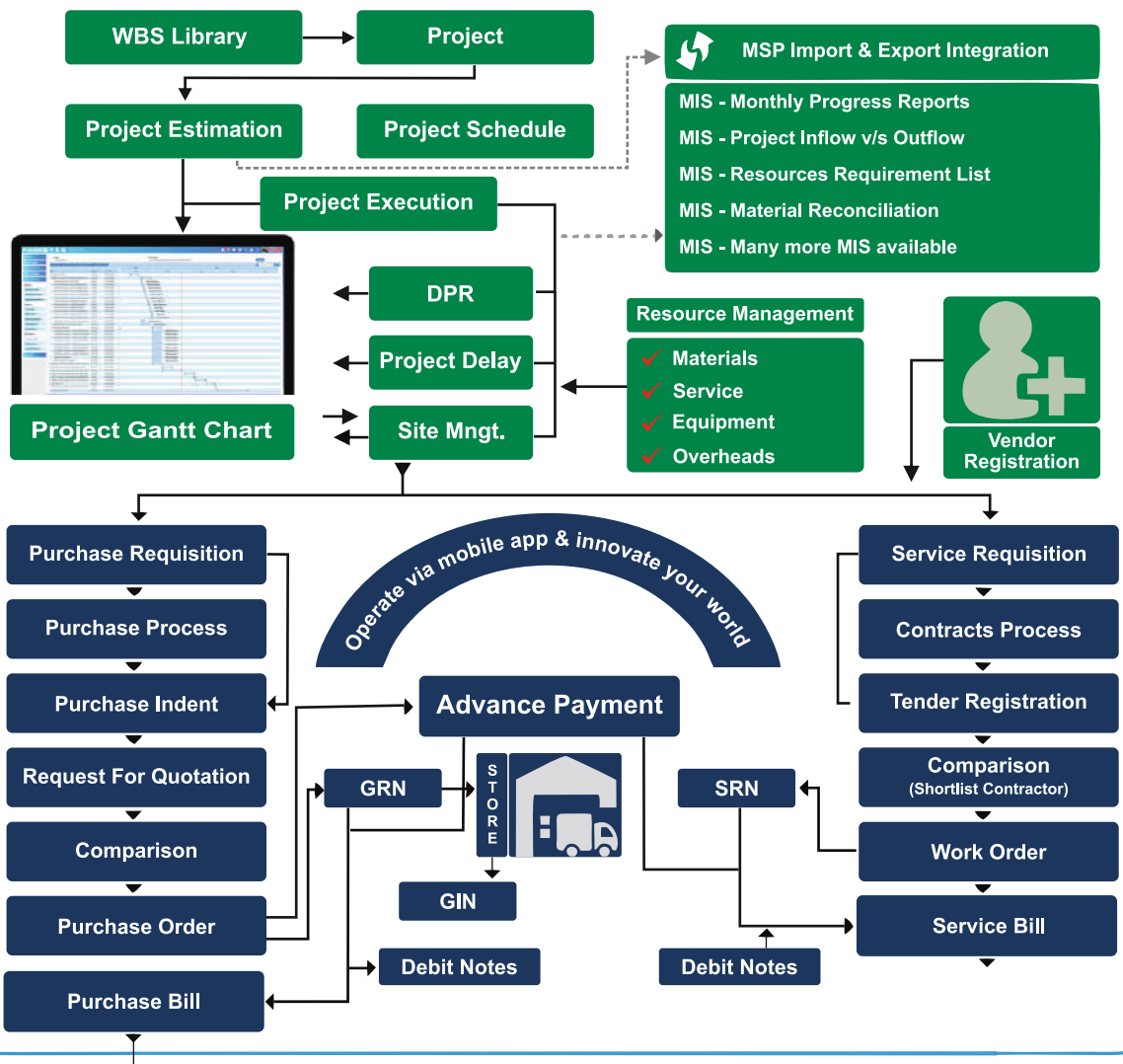
## FINANCE MANAGEMENT



## HR & PAYROLL



## PROJECT MANAGEMENT



RERA COMPLIANCE

☒ Architect Certificate

☒ CA Certificate

☒ Engineer Certificate

## ADMINISTRATION

Admin Request

Admin PO/WO

Sale Bill Book

Admin Receipt / Issue

Admin Bill Book

## TO DO TASK

Create | Assign Task

Land | Legal | Liaison

Schedule Reminder

Follow-up Task

Completed Task

## Few MIS Report

Project Budget VS Actual

Project Wise Cash Flow Report

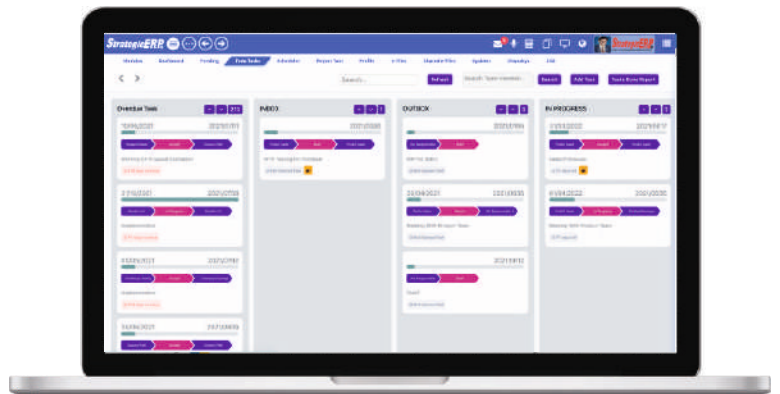
Project Cost to Completion

Project Variance Schedule/Cost

Organizational Chart with Image

Receivable Aging Report

Payable Aging Report

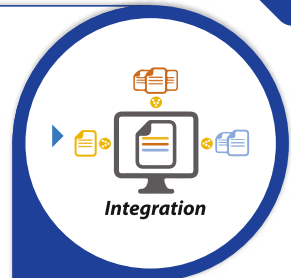


# TOOLS & TECHNOLOGIES



- ✓ J2FX Framework on JAVA Platform (Auto Code Programming) - Designed by IITians
- ✓ Rated highly efficient and credible by 1,200 site users of one of our esteemed clients with more than 125 projects
- ✓ Web-based ERP Software - Compatible with Windows, Linux and Mac
- ✓ No browser/device dependability - operable on tablets, mobile phones, laptops and PC's
- ✓ Latest developments on RERA, GST, and TDS Returns available in ERP store

- ✓ Seamless Integration with Tally
- ✓ Import and export of data for Excel
- ✓ Biometric Integration
- ✓ Mobile, Email & SMS Integration
- ✓ Integration with MSP (Microsoft Project)
- ✓ IVR Integration (Click to call / Virtual Number)
- ✓ Complete Digital Media Integration



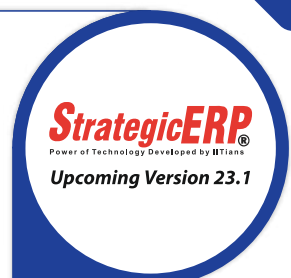
- ✓ Project Implementation as per schedules
- ✓ Quick & Successful Implementations
- ✓ Project Progress by PMP Certified Team
- ✓ Training on each and every module provided
- ✓ F1, F2 User manual for guidance & Video Tutorial

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- ✓ Real-time Approvals and Communication through StrategicERP Mobile App - IOS & Android
- ✓ Online Chat by ERP Mobile App
- ✓ Customer Portal App for Project Status
- ✓ Digital Marketing App/ Channel Partner App
- ✓ Mobile App Voice Commands
- ✓ Employee Self Service (ESS) Portal App
- ✓ ERP Store (Update modules, choose add-ons as and when required)

- ✓ Version 23.1 (2x faster than 22.1)
- ✓ Bank Integration (Maker Checker approval)
- ✓ Login as another user (hierarchy-based)
- ✓ Scheduler in mobile app with reminder notifications
- ✓ Bulk mailer, bulk SMS from ERP in one click



# Management



## Ashvin Gami - (B.Tech, IIT Bombay) Managing Director

Ashvin Gami earned a Bachelor's degree in Electronics and Communication from IIT Bombay. His passion for research and development, over the years has led him to develop several innovative products and IT solutions, leading to higher levels of productivity among customers. He is actively engaged in ensuring a high quality of governance, customer satisfaction and 100% project delivery.



## Praful Gami - (MBA-IT) Director

Praful Gami holds a management degree and is responsible for pioneering the marketing and business growth strategy of the company. He has been instrumental in defining the organization's philosophy. He works closely with the technical and sales team to deliver the right solution to customers in accordance with their demands. He endeavors to bridge the gap between market expectation and what is available.

## TESTIMONIALS



We decided to go for StrategicERP® of ITAakash after using and analyzing other real estate applications.

The objective was to have an integrated environment and centralized control over the business. The best part of StrategicERP® is Customization as per client's requirement. It gives great comfort to existing users. Implementation and the quality of executives is remarkable.

**Mr. Ashish B. Jain, Kundan Spaces, M.D. (Pune)**



The collaboration among my employees has improved since the time we are implementing StrategicERP in our business process. StrategicERP has united our team members to work closely with the other departments in our organization. Plus tally integration and mobile app has given us the mobility and reduced our paper work.

**Mr. Manish Bathija, MD, Paradise Group**



StrategicERP provided us with the all in one ERP system to track, manage, automate, and complete our scheduled tasks with appropriate resources. We can now easily track the inventory to pre-determine the future requirements and take proactive decisions to keep our customers satisfied. StrategicERP is a great value for money.

**Mr. Gopikrishna Patibanda, MD, Phoenix Group**



One thing which I very personally liked about the software was its reporting system to the management. It has helped us in making quick and timely decisions. Another benefit of ERP was the mobile application. I would recommend StrategicERP for everyone who is looking out to have a huge technological support in their business.

**Ms. Pallavi Krishna, Executive Director, Tripura Constructions**



Over 1000 clients and 2 lakh users have trusted our award-winning cloud ERP solution since 2005. Build a robust business with StrategicERP's Artificial Intelligence- integrated transformative solution.



Various stakeholders have worked very hard on meeting the internal process flow demands. Overall, it has been a very healthy going all this while.



**Mr. Wilson Rajan**  
CEO Phoenix Group, Hyderabad  
Scan QR Code To Watch Client Testimonials

When we hand this system over to the next generation, they will be able to adapt to it quickly and will continue to run it in a fulfilling manner.



**Mr. Virambhai R. Bhatu**  
Director of Pramukh Group, Gujarat  
Scan QR Code To Watch Client Testimonials

The collaboration among my employees has improved since the time we are implementing StrategicERP in our business Process.



**Mr. Amit Israni**  
Director of the Maruti Group, Pune  
Scan QR Code To Watch Client Testimonials



## Our Locations

### Global Headquarters

ITAakash Strategic Software (P) Ltd.  
5th Floor, D S Business Galleria,  
Above D Mart, Besides Toyo House,  
Kanjur Marg (W), Mumbai, 400078. INDIA.  
+91-98201 80931  
sales@strategicerp.com

### Ahmedabad

ITAakash Software LLP.  
Office No. 602, Venus Benecia,  
Near Pakwan Cross Road,  
Above Nexa Showroom, S G Highway,  
Bodakdev, Ahmedabad 380015  
+91-92653 45399

### Bangalore

No-29, Behind VDS Complex,  
Near Jayanti Nagar Circle,  
Hormavu Post, Bangalore  
560043. INDIA.  
+91-98200 46633

### Pune

DSK Rohit, Office No-13, 3rd Floor, 1264/2  
Apte Road, Deccan Gymkhana, Shivajinagar,  
Pune - 411 004 Maharashtra, India.  
+91- 94047 21100

### Delhi (NCR)

ITAakash Strategic Software Pvt. Ltd. 103,  
Plot no. - 160, H- Block, Sector-63, Near  
Maruti Arena showroom, Noida. INDIA  
+91-88021 32959

### Dubai

Office # 04, 1st Floor,  
Al Souq Al Kabeer, Meena Bazar,  
Bur Dubai, Dubai. (UAE)  
Tejash Patel (Sales Manager)  
Tel: +971-4264 9494 |  
Cell: +9715211 08924



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UAE | African Continent



### Our Domain Expertise

Real Estate Products

Infrastructure Products

MEP Industries

EPC Industries

Energy Industries

Ceramic Manufacturing

Power Generation

Mobile Apps

Other Industries

Our solutions maximize operational efficiency to increase productivity and ROI