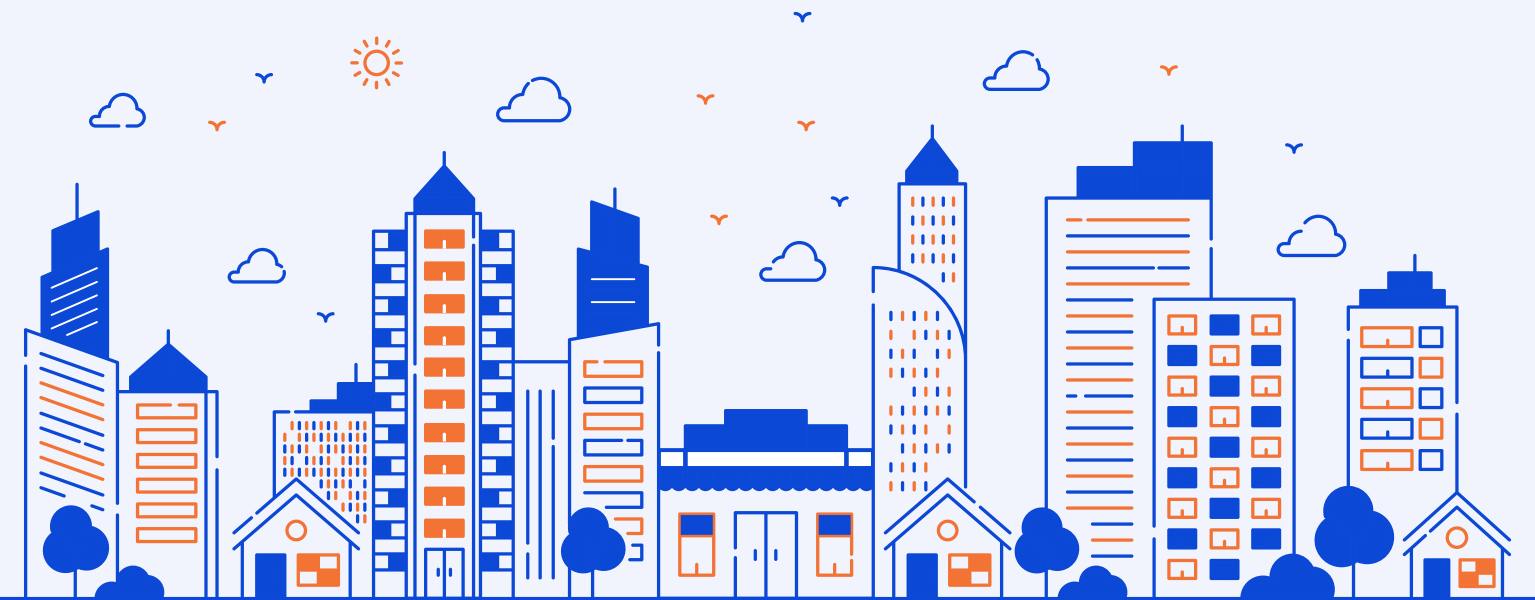


Real Estate MEDIUM



Key Features



Advanced Sales Automation



Customizable Workflows



Robust Accounting, Finance & HR



Real-Time Data & Reporting



Enhanced Project Management



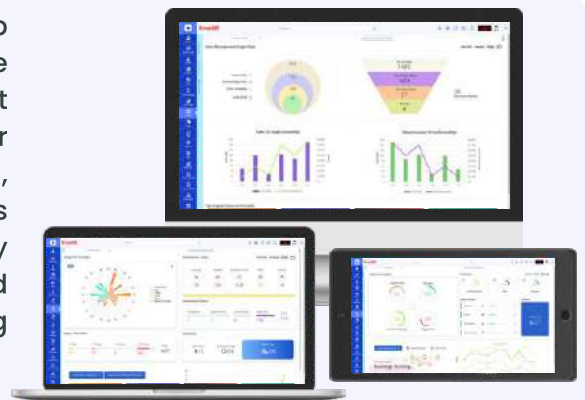
Seamless Integration with Financial Systems

StrategicERP is a software platform designed for start-to-end process automation. It is an information management system customized for the Real Estate and Infrastructure industry. The product owes its cutting edge to its core technology, developed by a team of IITians. StrategicERP's 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 overcomes scale limitations, and as a result, within a short span of 10 years since its launch, the product has made a mark for itself within the SME and large construction and infrastructure industry verticals. Through this product, we strive to deliver a quick streamlining solution for our clients' existing business processes with StrategicERP.

Real Estate Medium

The 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 operations management system for real estate businesses. With the 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 | Benefits |
|------------------------------|---------------------------------|
| Auto Dialer & Click-to-Call | Enhanced Quality Control |
| Call Analysis Audio Player | Dispute Resolution Assist |
| Complete Information Capture | Performance Management |
| | Increased Customer Satisfaction |

Complete Digital Media Integration

| Features | Benefits |
|----------------------------------|-----------------------|
| Proficient Lead Tracking | Timely Follow up |
| Advanced Tracking & Analysis | Better Lead Nurturing |
| Reminders for Follow up on Leads | Sales Optimization |
| Notification on Pending Leads | |

REAL ESTATE MEDIUM



Pre-Sales (CRM)

Marketing

Branding

Booking



Sales

Unit Allocation

Invoice / Receipt

Complaints



Project Engineering

Project Costing

Project Planning

Project Budget



Contractors Management

Work Order

RA Bills

Payment



Purchase Management

Purchase Order

Virtual Bill

Payment



Site Management

Resource Master

GRN/SRN

Inventory



Admin

Material/Service

Admin Invoice

Petty Cash



Human Resource

Hiring Process

Appointment

Salary Slip



To Do Task Management

Assign Task

Legal/Liaison Task

Reminders



Financial

Receivable

Payable

Balance Sheet



Statutory

Tax Calculations

Tax Payments

Tax Returns



Audit & Assets

IT Assessment

GST Audit

Audit Reports

Add Ons

✓ Mail & SMS Integration

✓ Tally Integration

✓ Mobile ERP App

✓ Budget Management

✓ Asset Management

✓ All Digital Media Integration

✓ Click-to-Call (IVR Integration)

✓ Loan Management

✓ Lease & Rent Management

✓ SRA/Re-development

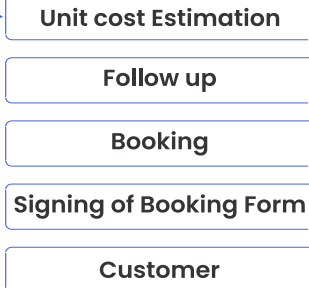


SALES AUTOMATON CRM

Lead Management



Sales



Post Sales

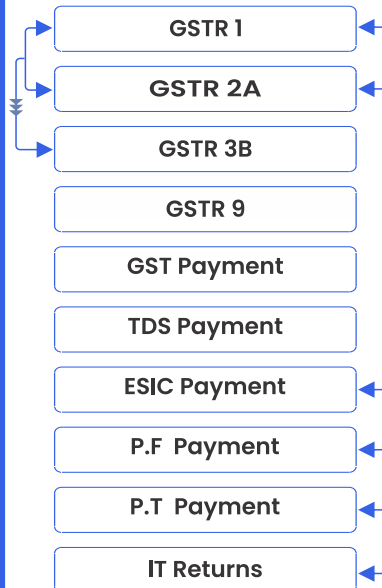


✓ Complaints & Feedback

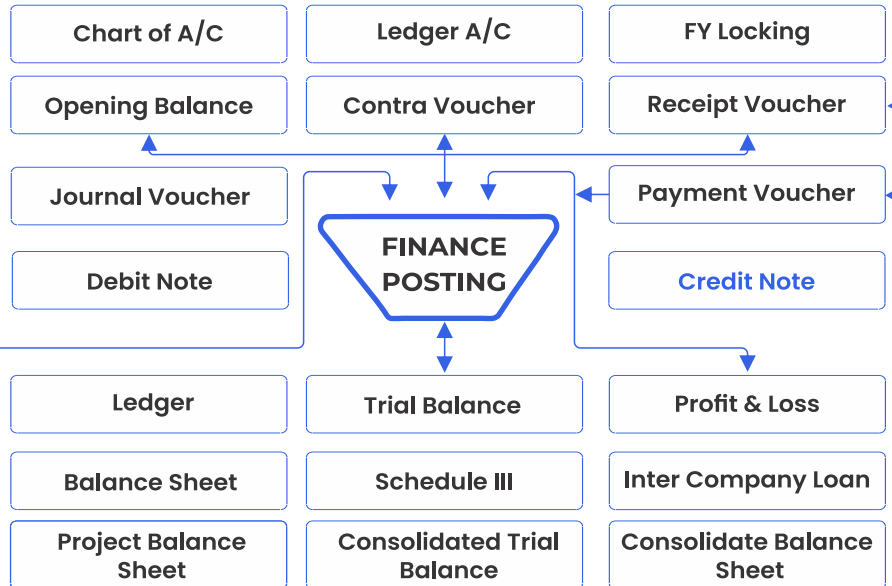
- 👍 25% increase in pipeline
- 👍 30% increase in Sales Productivity
- 👍 20% increase in Sales Win Rate
- 👍 40% increase in Forecast Accuracy
- 👍 30% increase in Revenue
- 👍 50% increase in Customer Satisfaction



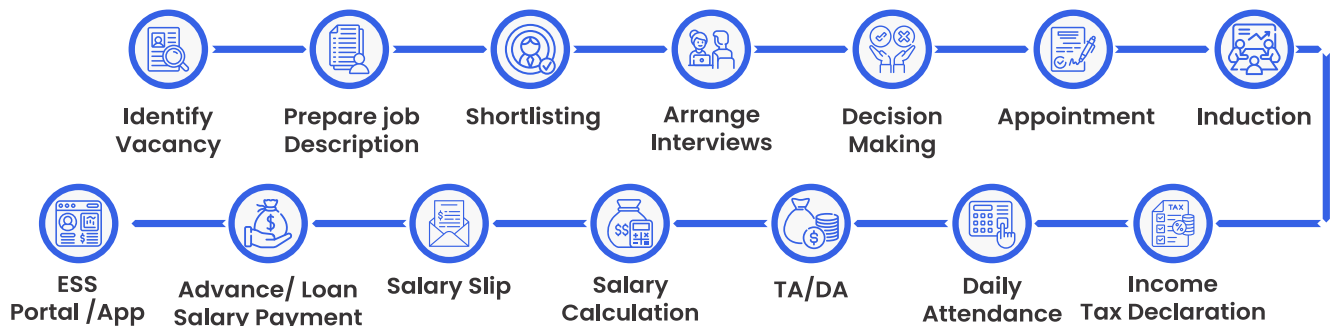
STATUTORY



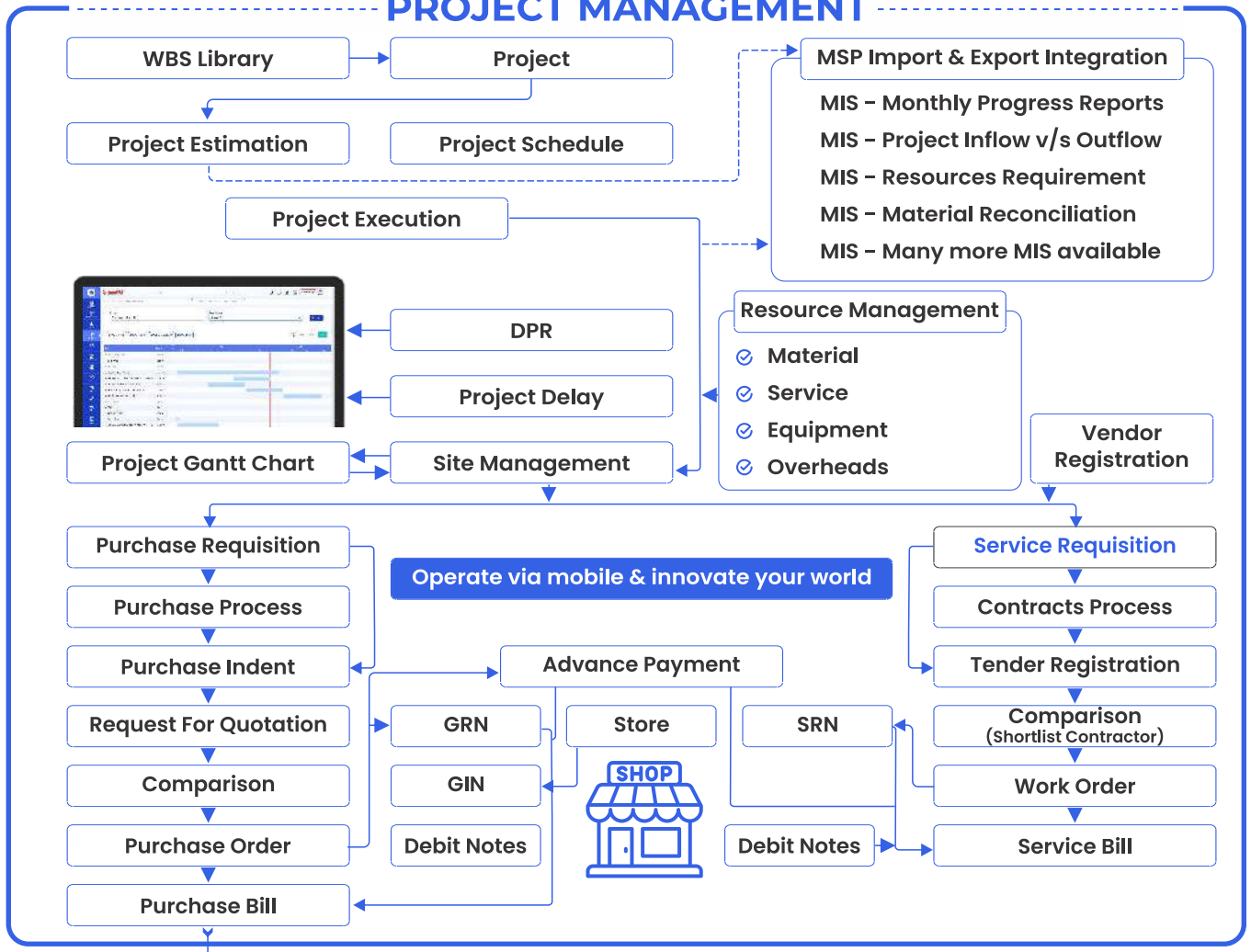
FINANCE MANAGEMENT



HR & PAYROLL



PROJECT MANAGEMENT



RERA COMPLIANCE

✓ Architect Certificate

✓ CA Certificate

✓ Engineer Certificate

ADMINISTRATION

Admin Request

Admin PO/WO

Sale Bil 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

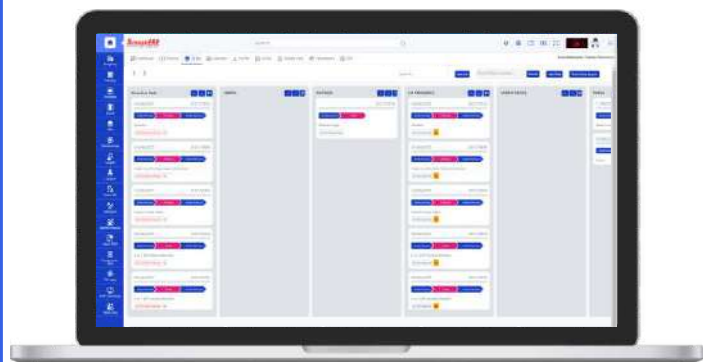
Project Cost to Completion

Project Variance Schedule/Cost

Organizational Chart with Image

Receivable Aging Report

Payable Aging Report



TOOLS & TECHNOLOGIES

Technology



- ✓ J2FX Framework on JAVA Platform (Auto Code Programming) - Designed by IITians
- ✓ Highly rated by 1,200 users from a client managing 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

Integration

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



Implementation & Training



- ✓ 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

10k Mobile Apps Users

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



Domain Expertise



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

Upcoming Version 24.2

- ✓ Version 24.2 (2x faster than 23.1)
- ✓ 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) Founder & MD

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) Co-Founder & 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



StrategicERP's customization as per our needs and centralized control impressed us. The implementation and support from their team are outstanding.

Mr. Ashish B. Jain, M.D.



StrategicERP improved collaboration among employees and reduced paperwork with its Tally integration and mobile app.

Mr. Manish Bathija, M.D.



With StrategicERP, we track, manage and automate resources seamlessly, ensuring proactive decisions and customer satisfaction.

Mr. Gopikrishna Patibanda, M.D.



StrategicERP has made our workflow smoother, saving us time and making it easier to share information for timely task completion.

Mr. S P Dayanand, Executive Director



Over 1000 clients and 2.5 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

”



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+91-98201 80931 / enquiry@strategicerp.com

Other Locations

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|--|---|--|--|
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| Bangalore | Dubai | USA | UK |
| No-29, Behind VDS Complex, Near Jaynti Nagar Circle, Hormavu Post, Bangalore - 560043. INDIA. +91-98200 46633 | Office # 04, 1st Floor, Al Souq Al Kabeer, Meena Bazar, Bur Dubai, Dubai. +91-98204 59606 | StrategicERP INC. 399 Boylston St 6th Floor, Boston, MA 02116, United States. +1 (617) 430-5240 | StrategicERP UK Limited 128 City Road, London EC1V 2NX UNITED KINGDOM +91-98201 80931 |