

**T Y L A R & C O**

m a k e y o u r M A R K e t i n g

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# CUSTOM CRM

BUILD A MORE SOPHISTICATED CLIENT RELATIONSHIP MANAGER  
AND HANDLE YOUR BUSINESS BETTER.

# How we do it.

TELL US ABOUT YOUR DOUGH. WE'LL CUT & BAKE THE COOKIE.

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## Website

We evaluate your website and consider the possibilities for integrating a CRM that simplifies your corporate assets and its encompassing customer/client resources.



## Processes

Your sales are the backbone of your success. We work with your team to understand your sales cycle, making creative suggestions for streamlining the process and translating it to a new digital platform.



## Structure

The design phase commences as we conceptualize your process into a digital frame. We stack each of the individual elements outlined above into one easy to navigate menu.



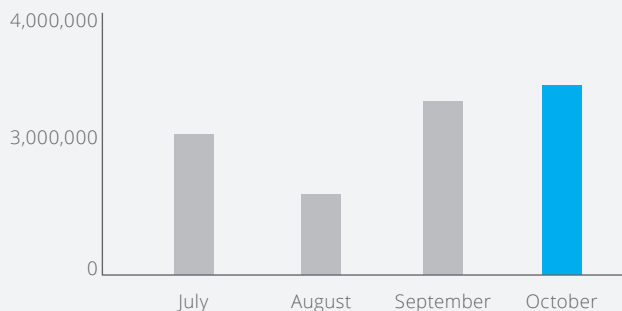
## Implementation

Vital functions such as access levels, communications, requests, inventory management and reporting are programmed into the structure. We refine the functions necessary for a smooth sales and client relations process.

# DATA IS NOT SEXY. OR IS IT?

We get it - buying a client relationship manager is not as fun as buying a new car. Believe it or not, it is similar though. You have to take your website visitors from prospect to client, just as you drive from point A to point B. But that's not all. You maintain a new car, and you must maintain your clients. The last thing you want is a breakdown.

OCTOBER 2016  
**3,678,988**  
VISITS

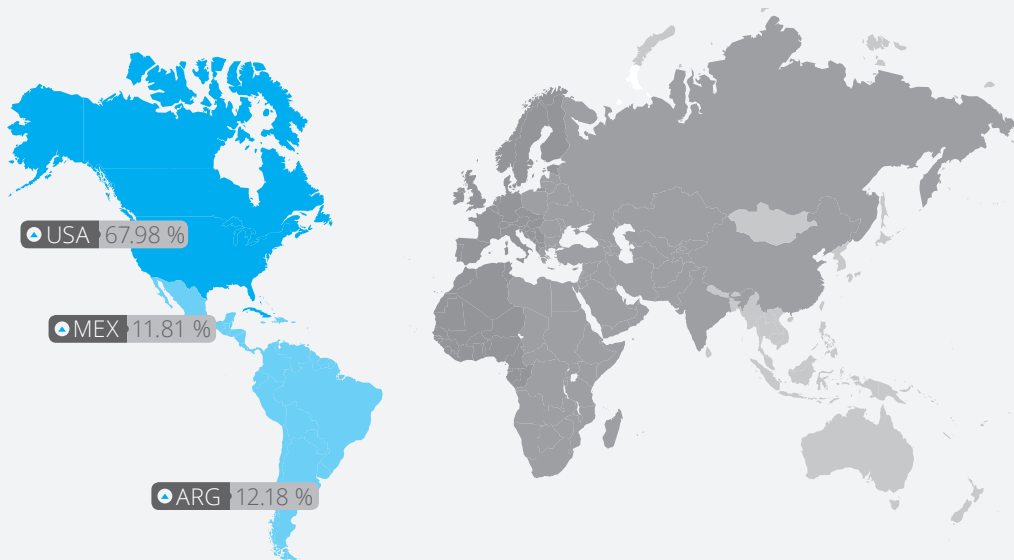


NEW VISITOR

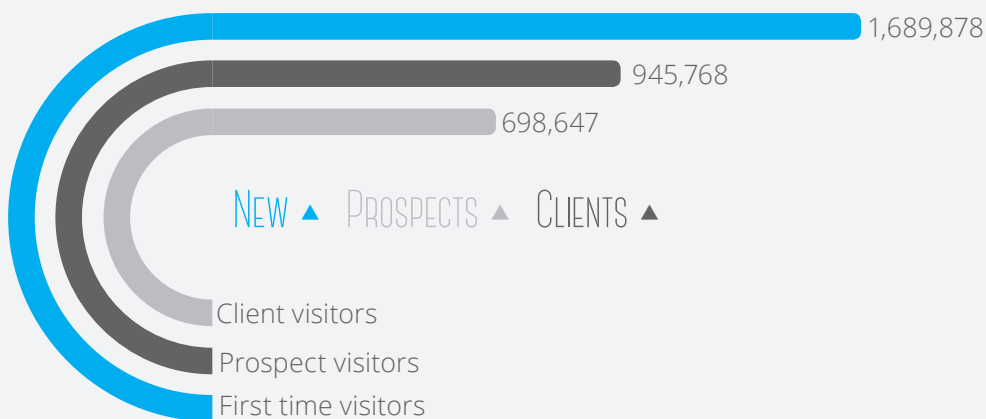


CUSTOMER VISITS

ENGAGEMENT					
#	Customer	Details	#	Customer	Details
1	MTX International	713	4	Samsung	531
2	Apple	655	5	Collagen WRI	428
3	Motorola	611	6	Dante Pairings	427



ACQUISITIONS



# What's it look like?

WE LIKE TO KEEP THE DESIGN SIMPLE AND EASY TO NAVIGATE. OUR FOCUS IS ON THE FUNCTIONALITY, WHICH CAN BE ESSENTIALLY ANYTHING YOU NEED TO KEEP YOUR BUSINESS SUCCESS ON TRACK.

The dashboard features a dark sidebar with navigation options: Dashboard, Analytics Dashboard, Social Wall, SmartAdmin Intel, Outlook (14), Graphs, Tables, Forms, UI Elements, Widgets, Cool Features!, App Views, E-Commerce, Miscellaneous, Smart Chat API beta, and SmartAdmin Package (187 MB).

The main content area includes:

- Header:** MY INCOME \$47,171, SITE TRAFFIC 45%, SITE ORDERS 2447.
- Live Feeds:** A line chart showing data over 100 units. A 'Live switch' is currently OFF.
- My Tasks:** Progress bars for My Tasks (130/200), Transferred (440 GB), Bugs Squashed (77%), and User Testing (7 Days).
- System Metrics:** SERVER LOAD (33%), DISK SPACE (79%), TRANSFERRED (23%), TEMPERATURE (36°F).
- SmartMessage:** A chat window from Sadi Orlaf with a message and file attachments like 'report-2013-demographic-report...' and 'tobacco-report-2012.doc'.
- Birds Eye:** A world map with a 'Realtime' toggle set to YES.

The dashboard features a dark sidebar with navigation options: Big Numbers, Dygraphs, Charts, Hierarchy table (NEW), Tables, Forms, UI Elements, Widgets, Cool Features!, App Views, E-Commerce, Miscellaneous, Smart Chat API beta, and SmartAdmin Package (187 MB).

The main content area includes:


- Table example:** A table with columns: Month, Sales, Benefits, Expenses, Prediction.
 


Month	Sales	Benefits	Expenses	Prediction
January	8000	2000	1000	9000
February	12000	3000	1100	13000
March	18000	4000	1200	11000
April	2000	-1000	-150	13000
May	500	2500	1000	14000
June	600	-500	-100	15000
- Column example:** A grouped bar chart showing Sales, Benefits, Expenses, and Prediction for each month from January to June.
- Line example:** A line chart showing Sales and Benefits over the same period.




# THIS IS YOUR MASTERPIECE. YOU CAN BUILD ANYTHING.


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 Simplified, customized data streams with built in analytics make it easy to track your website visitors and measure actions from attraction to conversion


 Social media engagement management, tracking and analytics so you always know what campaigns are performing best, creating a unique opportunity to strategize future campaigns.

 Total event management, from registration to ticketing and attendee communication.

 Customized reporting on all data. Search and filter to yield specific results. Narrow down your data for proposals, reviews, client meetings. Real time or past time. Whatever data you need, however you need it, is always available with just a few clicks.

 Internal and External Communication with records of all chat transcripts, searchable by keyword and filterable by predetermined values.

 E-Commerce - fully managed online sales, integrated with products, reviews, orders, invoices, payments and customer/client communication.

 Project management has never been easier. Every turn of the sales process is stored and measureable with project tracking that includes invoicing, customer details, analytics, contact information, category and demographic charts, custom reporting... this list could go on and on but we are much more interested in learning about your needs and finishing the list together.



# ACTUAL CLIENT EXAMPLES

WE MADE THEIR LIVES EASIER



## Blue Ribbon Schools of Excellence

**Problem:** Online assessment program outdated, unable to meet industry standards, and elementary in design.

**Solution:** Design, develop and deploy a new assessment program that intersects with future forward software integration and allows for dynamic input and data calculations for end user reporting.

**Results:** Assessment sales have increased by 22% since its September 2015 deployment (from previous semester, 2014); BRSE staff and assessors report an average increase of 50% interest for 2016 Q1 from prior assessed school districts; Capabilities for adding new functionality is now dynamic (new database structuring has allowed for future phase function implementation); Data reporting is dynamic and robust - data can be calculated and filtered by design per end user.



## Termax Corporation

**Problem:** Outdated website with no ability to allow prospects and clients to view inventory specifications and manage orders.

**Solution:** Design, develop and deploy a new website that allows the client to manage prospect activity, interest, inventory and orders. The current system is a combination of manual entry and email/cloud service for prospecting, sales activity and management. With the new front end design, an interactive vehicle is displayed where customers can engage with the parts digitally. The new back end system tracks, measures and stores them into a proprietary database system that streamlines the sales process for this international automotive supplier. A Chinese/Mandarin version will be released by Tylar & Company in the fall of 2017.