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By CR Team

Compusoft: Enhancing the SMB and MMB Potential through Microsoft Dynamics



Customer Relationship Management (CRM) and Enterprise resource planning (ERP) are two sides of the same spectrum that remain the most sought after business tools to promote the profit margins of a company. But their approach towards proffering solutions to companies separates them by a whisker. Well abreast with the difference is Compusoft, headquartered in Mumbai, with offices in Delhi and Kolkata in India apart from Singapore and United Arab Emirates that has been offering software solutions to the small and large business enterprises since its inauguration in the year 1997.

In 2006 Compusoft partnered with Microsoft Dynamics and launched business solution practices, further including CRM and ERP solutions in the compendium of services in subsequent years. The company's ability to remain up to date with the Microsoft solutions, has earned it the Microsoft Gold Partnership, which also bears testimony of the company's prowess and readiness to face the challenges in the domain of businesses. Recently Microsoft has recognized Compusoft in Microsoft Inner Circle 2015 Award for high customer satisfaction and sales achievements, amongst the strategic partner across the globe. Further the company is regularly updated on its performances by Microsoft Dynamics, thus helping them to augment their skills to meet the industry standards.



Compusoft has managed to spread its business solutions to sectors comprising, Pharmaceuticals, manufacturing, real estate, BFSI, IT services, Supply Chain to name a few. The company furnishes horizontal solutions like Field Service Management and Space management, which works across all verticals; where Space Management solution is built on Microsoft Dynamics CRM platform; and Field Service Management is a new feature in CRM that integrates from CRM to Help Desk to Field Dispatched resources to Accounting/ERP. In space management solution, Compusoft helps the customer to effectively optimize office rental costs and enable HR / Admin team to work more efficiently by providing significant value adding facilities associated to office space management. “Our team is well trained for the ERP and CRM, cutting across any sector; any mobility service for CRM is another solution that we have now been very successful since few years”, says Devesh Aggarwal. The company’s CRM and ERP business solutions have struck a chord with large and small business enterprises and has earned them clients like Kotak bank, IndusInd Bank, A S Moloobhoy & Sons and Furtado Music to name a few.

Solutions such as Microsoft Dynamic ERP, Microsoft Dynamic CRM, and Dynamic AX generate profits by begetting more sales volume through harmonizing technical support & marketing and further mitigate complex atmospheres that are involved in business procedures, by integrating-order management, human resources and accounting through best practices that are agile & easy to migrate, configure, upgrade and deploy.

Ground work for Future

At present ERP remains the most preferred solution for the business industries in India. Especially the small and medium budget industries, though hesitant, yet are concomitant to seeking the ERP business solutions when compared to CRM. Compusoft is confident about CRM making its presence felt in the coming future and is endeavoring to provide the best CRM and ERP solutions to enterprises.