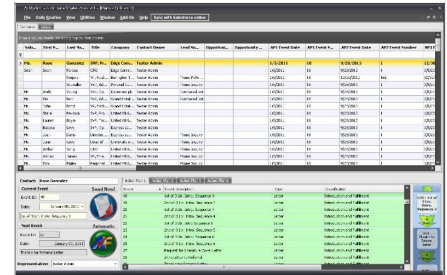




CRM & Sales Automation Software

Executive Summary

The client firm had never contracted work to any firm locally or globally. Contracting work to another firm and that too in another country was a double-challenge for them. Mindfire's immense experience in Windows/Web software development, Microsoft and related technologies helped establish the initial trust level. This was well supported by the different business engagement models Mindfire proposed to the client firm. Mindfire delivered a full scale, extensible virtual team setup, with experienced resources involved in multiple technologies for client and server applications. Having had years of experience providing virtual teams to numerous clients, Mindfire continues to use its unique remote development methodology based on critical success factors, with a strong understanding of the subtleties of distributed & synchronous/asynchronous collaborative efforts.



About our Client

Client CRM, Sales & Marketing Consulting Group | **Location** TN, USA | **Industry** CRM

Business Situation

The client had a version of the product which was only compatible with Sage's Act CRM. The product was not stable and had compatibility issues with different version of Microsoft Office and Operating Systems. Also client had a vision to develop a similar kind of product (Add-in) on other CRM's like Microsoft Outlook; Microsoft Exchange Server; Salesforce.com.

Mindfire offered its services and claimed client's confidence showing expertise in related domain and technical areas, as well as the remote work protocol. Initial discussions were held on shared development, establishing point of contacts, communication and collaboration plans and arrangements, prior experience and success commitments/guarantees -integrated change management with risk aversion and mitigation plans. A plan was made to interview and assess proposed resource, assign preliminary work to understand the system and assess progress.

Technologies:

VB.Net , Microsoft Access, VSTO (Visual Studio Tools for Office), DevExpress, Outlook Security Manager, Swiftpage API Integration, Microsoft Office Interop Assemblies, Symantec Winfax, Online faxing like myfax.com, Salesforce API, SQL Server, Sage's Act Integration, Microsoft Exchange Server