



Customer First
Survival Suite



Acquire, Retain and Grow Customers

Integrated CRM suite for the mid-market

- Soffront Software, Inc., a pioneer in the CRM market since 1992, offers an integrated CRM solution spanning the marketing, sales, customer support and employee support functions. Soffront has more than 500 CRM installations worldwide. Soffront customers include mid-sized companies across all industries, Federal / State / Local Govt. agencies and departments of many Fortune 500 corporations.



Soffront Advantage



Over 10 years of experience in mid-market CRM

Soffront Software was founded in 1992. Soffront launched its first customer support application in 1993. The company has always focused on small to mid-sized businesses. Over the last ten years we have served more than 500 customers worldwide.



Unmatched adaptability

Soffront CRM is "built-to-adapt". Adapt not only for the initial deployment but also with your changing business. With Soffront, there is no need to force-fit the business process to match the software. The architecture of the solution coupled with powerful easy-to-use end-user tools is the key to this flexibility.

"Even with significant growth we were able to actually increase customer satisfaction without having to hire additional support staff. We can directly attribute this to the implementation of Soffront Knowledge Base and self help tools."

Joe Ayyoub

Director, Support & Professional Services,
Ensim Corporation.



Deployed in days!

The solution is so easy to customize and intuitive to use, that you will be up and running within a matter of days. Our professional services and training are always available to help you realize the business objectives from CRM.



Zero foot-print Web client

Soffront CRM is completely Web based and operates from the browser. There is no installation required at the client. No need to download a plug-in or an applet. Standard browser access using open technologies like HTTP/XML provides all the functionality.



Integrated suite of CRM applications

Soffront offers one of the broadest suites of CRM applications spanning the marketing, sales, partner management, customer support, defect tracking, employee support and portal applications.

Soffront CRM Solution



Integrated CRM Suite



Key applications in the Soffront CRM suite

Soffront Marketing	Plan, execute and monitor multi-stage campaigns. Measure results and improve marketing ROI.
Soffront Sales	Track leads from initiation to closure. Forecast better. Focus on the most profitable opportunities.
CRM Portal	Container that aggregates multiple applications. Applications include employee portal, partner portal and customer portal.
Customer Helpdesk	Track tickets from submission to resolution. Automatic email notifications and configurable workflow for your support process.
Employee Helpdesk	Manage employee support issues for the IT Helpdesk. Generate work orders and email notifications.
Defect Tracking	Track product defects and manage product enhancement requests. Work through the lifecycle of a bug.
Asset Management	Manage all assets (IT as well as non-IT) from acquisition through retirement. Automatic discovery of IT assets.

Partial list of Soffront Customers

- ✓ ABB Automation
- ✓ Iverson Financial Systems
- ✓ City of Danville
- ✓ Harris Bank
- ✓ Minnesota Secretary of State
- ✓ E-Security
- ✓ Redemtech
- ✓ Pharmacia Corporation
- ✓ Morneau Sobeco
- ✓ ASPG
- ✓ SAIC
- ✓ Hewlett Packard
- ✓ Vertex Pharmaceuticals
- ✓ Bristol Babcock
- ✓ Hong Kong Jockey Club
- ✓ Bose Corporation
- ✓ Inovise Medical
- ✓ Konami
- ✓ City of Fairfield
- ✓ Aelita Software
- ✓ Redline Communications
- ✓ Ensim Corporation
- ✓ U.S. Army
- ✓ U.S. Air Force
- ✓ Green Mountain Energy
- ✓ Baxter Bioscience
- ✓ Sand Technology
- ✓ HiT Software
- ✓ Boeing
- ✓ Ternion Corporation

Testimonials

Corporate Facts

Headquarters:

Fremont, California, USA
510-413-9000

Sales Offices:

Georgia	770-667-5043
Michigan	616-513-9293
Texas	214-868-5081
Massachusetts	617-764-2377
Washington D.C.	703-503-4533

Development Center and Asia Hub:

Kolkata, India
+91-33-3673480

Web: <http://www.soffront.com>

Partners: 40 (across 20 countries)

D&B No: 87-268-1168

"Prior to Soffront CRM, we saved the leads in a database and followed up with the dealers on an individual basis... With Soffront CRM, we can instantly distribute and track the quality of the lead, thereby measuring the return on our advertising investment."

-Annika Lundmark, Marketing Director,
Sport Court, Inc. (An ASPG company)

"Soffront provides us with the breadth of solutions we need in one integrated application that includes sales, marketing, help desk, & customer service. Soffront saves us money, gives us faster performance, and dramatically increases our customization capabilities."

-Tony Thornton, Director of IT,
Redemtech (A Micro Electronics company)



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