

who would that be. That person has been doing this subconsciously. to be married so that you have seen

he so that will be something people can buy soon.

# Empowering the growth in SME sector

*SALESABU CRM is a unique sales management tool to aid the business process*



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SALESBABU BUSINESS SOLUTIONS PVT LTD**

## **SME SECTOR: AN OVERVIEW**

India sees a vast diversity in the Management where the Owner of an SME company has to face lot of challenges - right from low skilled Man-Power in all departments to improper utilisation of resources, backed by lack of proper planning by his people.

## **WHAT'S THE NEED?**

There is a big gap between solutions present in the market on terms

of affordability, implementation aspect and rigidity of the system - compared to what is actually required at SME end. SalesBabu bridges the gap. It started with a very robust and affordable sales management tool called SalesBabu CRM.

The all-in-one SME Business Suit started with addressing the sales management and now offering one-stop solution for all business processes, right from sales, purchase, production, after-sales service, HR and

payroll to finance. On SalesBabu Platform, SMEs can do a proper resource planning with optimised sales forecasting, purchase planning and production management with payables and receivables to streamline their process and be better equipped in the market. This is a highly affordable, scalable and flexible solution.

## **THE NEED-BASED FOCUS...**

SalesBabu always focused on SME's business need and their functional obstacles in business processes and try to help them to build and grow their Business, brings more internal connectivity, accountability and reliability among all business functionalities at micro-level to best customer satisfaction and increased sales revenue.

## **THE KEY DIFFERENTIATING FACTOR...**

SalesBabu is different from other SaaS applications providers in many ways. SalesBabu all-in-one SME business suit offers to small and medium enterprises to take action on required areas, remove complexity and makes it possible to compete with tough business scenarios, backed by world-class on-demand business solution. This helps the user to plan the resources with best output and reduce the IT infrastructure cost.

## **THE MARKET DYNAMICS AND GROWTH...**

In India, SalesBabu is one of the leading companies, in on-demand CRM. Its all-in-one SME Business Suit, serve all the business process and its transaction by single solution on one platform. In on-demand CRM space, SalesBabu competes with Salesforce.Com, SAP CRM, Microsoft CRM among the most prominent players. SalesBabu has grown more than 80% cumulative on a year-on-year basis and look forward to 110%-plus growth rate in FY 2014-15. Now SalesBabu is planning to expand its reach and going to venture into 10 new international markets.

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