

# What is CAPTOR?



CAPTOR is an effective concept based on a CRM and production system that is integrated with all the tools that you work with daily.

CAPTOR collects all the company's data into one central production management system, which significantly reduces your administrative costs. This in turn enhances your competitive edge in two ways; by optimizing internal processes and avoiding lost time on double entries.



## CAPTOR CRM

- Customer management
- Creation & monitoring
- Offers
- Pipeline
- Digital archive
- Follow up
- History
- Customer info / newsletters

## CAPTOR PM

- Order management
- Overview
- Production optimization
- Last-minute changes
- Logistics and customer service
- Billing
- Digital archive
- History

# CRM & PM with countless options

Your CAPTOR license can always be upgraded with many exciting key features via additional modules. Our basic starter CRM, however, can be used by all B2B companies immediately.



## Customer database/archive

Registration of contacts, interests and priority.

Activity registration and overview of customer coverage.

Campaign and segment management.

Extensive search and filtering capabilities.

Digital archive for quick overview of correspondence.

Follow-up via grouped Dashboard.

Import, export and update from other databases.



## Sales management/reporting

Overview of ongoing negotiations and offers.

Budgeting, forecasting, calculating deviations.

Graphic competition management.

Indication of future sales, purchases and liquidity.

Overview of previous orders and lost negotiations.

Benchmarking on loss grounds.



## Market Data\*

In some countries, CAPTOR has access to online market data, which can be created directly into the CRM section through precise searches.

A license is always started by importing existing data from other systems.

It is always possible to import spreadsheet files via the supervisor function.



## Production Management\*

Fully integrated production management for selected industries, such as the graphics industry and course companies.

Extremely efficient and transparent flow system for managing portal orders.

General order generation with pool orders, production files, in short everything.

Optimized freight logistics and direct billing without a single re-entry of data.



## Accounting Systems\*

We have integration with a number of existing accounting systems, but CAPTOR can be integrated into virtually any system.

Important customer information can be studied directly via CAPTOR without logging into the other systems.

Customer and billing data is transferred directly to invoicing and customer maintenance and



## Consignor\*

Integration into the most efficient freight management and logistics tools on the market.



## Big Screen Info (BSI)\*

Management of large display screens in reception, production, administration.

The entire house is constantly updated on today's tasks.



## Microsoft\*

Integration into local office packages as well as Office 365.

Full integration with MS Word, MS Excel and MS Outlook.



## MailChimp\*

Full integration into the market's leading newsletter system.

Synchronize both ways so you always have full control over your readers.



## Customer Service\*

CAPTOR has a ticket management module so that customer service matters can be managed efficiently.

CAPTOR is also integrated into Help Scout with shared mail handling.



## Dialer\*

Linking your smartphone with CAPTOR ensures fast dialing, no wasting time on entering phone numbers, just one tap and dialing.



## Project Management\*

Management of projects, sub-tasks, responsibilities and documents.

We offer 5 different project management models that can be customized to your needs.



## Time Recording\*

Registration of spent time on customers, projects, work codes, internal time.



## Switch\*

CAPTOR is integrated with the hot folder system Switch.

The production map, job and your big screens are automatically updated with status, variances and important comments about the production.



## Telemarketing\*

An effective tool for managing telemarketing activities so that all contact data is secured.

Special interface for telemarketing, questionnaires, etc.



## Management\*

Extended management reports forecast & market coverage.

