CraniumIT

**Abstract**

Since inception in 2006, Cranium Information Technology has been committed to delivering technology solutions to Large and Medium Enterprises & Fortune 500 organizations. They attained deep domain expertise across various Technological verticals Primary among them are -Banking and Financial Services, Media, Healthcare and Insurance and Manufacturing Biztechnosys partnered with CraniumIT team in creating a better-harmonized infrastructure and shifting to a better business model with BizCRM for their client Nikon India.

**Overview**

Cranium Information Technology has been committed to delivering technology solutions to Large and Medium Enterprises & Fortune 500 organizations. CraniumIT signed the contract for the project Nikon with the Biztechnosys Pvt Ltd. This project come up with two CRM that one is offline Nikon marketing inventory and the other one is Nikon professional service (NPS) is a web portal based CRM. The company deals with the process of customer management, quotation management, Sales and purchase management, invoice and customer service management and E-commerce, The company decided to revamp the CRM system across the business division so that it could manage its vast customer base across different areas of e-commerce, sales management, quotations and invoice management, inventory management and marketing inventory and so on..

Business challenge

CraniumIT has been committed to delivering solution for the Nikon marketing inventory and the Nikon professional service, In the Nikon school The photographer will be able to login to the web portal and he/she will be able to order for an item, Hereafter all the process should come to the CRM, The Nikon marketing inventory process also same as the Nikon school requirements, other than the photographer management module. The process of quotation management, Sales and purchase management, invoice and customer service management Activity management, the system should manage the budget management for the financial year and this was the main task.

Solution

The BizTechnoSys team together worked seamlessly for an optimum IT solution for the CraniumIT. Programming and adaption of BizCRM solution for company CraniumIT which deals with managing and deploying projects. Implementations made with the management of project development cycle, control of project costs.

The BizTechnoSys team made a detailed assessment of the business requirements and examined various options before arriving at the conceptual architecture. The options were waited in terms of ease-of-use, the speed of implementation, cost effective and industry best practices. The process where prioritized based on user needs, benefits, and technical complexity. The process of the Nikon professional service solution contains multiple users will log in to the system and request for the product. On request, the system will send the SMS/email branding for the company Nikon as a notification. According to the admin, decision Inventory will be updated with product status. Nikon marketing inventory has the modules such as inventory management, purchase order management, invoice management activities, sales and purchase order and so on.

The agreed solution was built with more professional quality and the traditional way.

Benefits:

Enhances customer service support

Provides powerful marketing tools

Increases the customer satisfaction