



The **Dynamic Software & Business / Marketing Development Tool** from Domex!



- Ready reckoner of sales opportunities
- Order potential analysis
- Competitor analysis
- Monitoring of turnkey projects

Turnkey contracts

Industrial consumables

Capital goods & machinery

Industrial components

CapexBD

The sophisticated marketing / BD Tool

The long term business development / marketing software tool for capital equipment and engineering components, conceptualized, initiated and developed by specialists with relevant marketing domain expertise. CapexBD provides key data for decision makers in marketing, corporate planning and top management segments that provide the following advantages :

- Helps handle wide range of products ranging from machinery to components to spares to consumables.
- Assists monitoring of turnkey projects.
- Handles and integrates marketing data and prospective customer information from multiple offices of the user company.
- Provides a ready reckoner / at-a-glance listing of business & sales opportunities.
- Can be designed to correlate detailed engineering specifications from process licensors and engineering consultants.
- Monitors orders lost / obtained and also provides post-mortem analysis for lost orders and successes.
- Monitors pricing data to help prepare for next tender / bidding process.

The screenshot displays the CapexBD software interface. At the top, there is a navigation bar with tabs: Master Data, Project Details (selected), Leads, Reports, Analyses, Correspondence, Upload, and Home. On the right of the navigation bar, it says 'Welcome Domex' and 'Logout'. Below the navigation bar, the main heading is 'Update Project Details'. The form contains the following fields:

- Project Title:** ASPL BAKERY CHENNAI
- Data:** Unverified
- Project Type:** GreenField

Below these fields, there are four tabs: Agencies Details, Project Details (selected), Project Office, and Collaborator. The 'Project Details' tab is active, showing three sub-sections:

- Promoter Details:**
 - Promoter:** [Dropdown menu]
 - Office:** REGISTERED OFFICE
 - Contact Person:** ☒ SONT
- Consultant Details:**
 - Consultant:** UNDECIDED
 - Office:** [Dropdown menu]
 - Contact Person:** [Dropdown menu]
- EPC Contractor Details:**
 - EPC Contractor:** UNDECIDED
 - Office:** [Dropdown menu]
 - Contact Person:** [Dropdown menu]

At the bottom of the interface, there is a copyright notice: '© 2011 Domex Technical Information Pvt. Ltd. All rights reserved'.



The screenshot displays the CapexBD software interface. At the top, there is a navigation bar with links: Master Data, Project Details, Leads, Reports, Analyses, Correspondence, Upload, and Home. The user is logged in as 'Welcome Domex' and can click 'Logout'. Below the navigation bar, a title bar reads 'View Packages - No. of Packages - 23'. The main content area contains a table with the following columns: Edit, Delete, Project Name, Package Name, Capacity, Bidders Name, Bidder Office, and Contact Person. The table lists various industrial projects, including boiler systems, water treatment plants, and carbon expansion projects, with details on capacity and bidders. At the bottom of the table, there is an 'Add New' button. The footer of the software window states '© 2011 Domex Technical Information Pvt. Ltd. All rights reserved'.

Edit	Delete	Project Name	Package Name	Capacity	Bidders Name	Bidder Office	Contact Person
Edit	Delete	ABHISHEK INDUSTRIES LIMITED - BASIC TEXTILES - CHENNAI	HUMMIDIFICATION PLANT	2000 HP/karthi	J S W Severfield Structures Limited	REGISTERED OFFICE	
Edit	Delete	ABHISHEK INDUSTRIES LIMITED - BASIC TEXTILES - CHENNAI	HUMMIDIFICATION PLANT	2000 HP	FAIRCOT	ADMINISTRATIVE OFFICE	
Edit	Delete	ABPL-BAKERY-CHENNAI	BOILER SYSTEM	10000 x 2 units	FAIRCOT	ADMINISTRATIVE OFFICE	
Edit	Delete	ABPL-BAKERY-CHENNAI	BOILER SYSTEM	10000 x 2 units	Interspace Associates	ADMINISTRATIVE OFFICE	
Edit	Delete	ABPL-BAKERY-CHENNAI	BOILER SYSTEM	10000 x 2 units	J S W Severfield Structures Limited	REGISTERED OFFICE	
Edit	Delete	ABPL-BAKERY-CHENNAI	H P BOOSTER	10000 x 2 units	DOMEX	BRANCH OFFICE	KS
Edit	Delete	ABPL-BAKERY-CHENNAI	BOILER SYSTEM	10000 x 2 units	G R T Hotels & Resorts	ADMINISTRATIVE OFFICE	
Edit	Delete	BSMIL-COMMERCIAL COMPLEX-CHENNAI	WATER TREATMENT PLANT	5000 LPH	Interspace Associates	ADMINISTRATIVE OFFICE	
Edit	Delete	BSMIL-COMMERCIAL COMPLEX-CHENNAI	WATER TREATMENT PLANT	5000 LPH	J S W Severfield Structures Limited	REGISTERED OFFICE	
Edit	Delete	BSMIL-COMMERCIAL COMPLEX-CHENNAI	WATER TREATMENT PLANT	5000 LPH	FAIRCOT	ADMINISTRATIVE OFFICE	
Edit	Delete	BSMIL-COMMERCIAL COMPLEX-CHENNAI	WATER TREATMENT PLANT	5000 LPH	Adani Power Rajasthan Limited	PROJECT OFFICE	
Edit	Delete	HI-TECH CARBON-CPX EXPANSION-GUMMIDIPPOONDI	C W SYSTEM	100 I/s	FAIRCOT	ADMINISTRATIVE OFFICE	
Edit	Delete	HI-TECH CARBON-CPX EXPANSION-GUMMIDIPPOONDI	C W SYSTEM	100 I/s	Interspace Associates	ADMINISTRATIVE OFFICE	

[Add New](#)

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- Can be provided with tender monitoring module.
- Tracks performances of marketing personnel. Identifies laggards and their shortcomings.
- Competitor analysis that can be customized to execution of product(s) supplies and turnkey project executions.
- Helps anticipation of floating of tenders or invitation to tender or RFQs to keep marketing personnel / company managements in a state of alert.
- Generation / customization of elaborate reports in A4 format.
- Timely generation of sales leads with regular reminders.
- Order potential analysis and quarterly / yearly predictive sales numbers.
- Historical analysis – covering details of customer-wise and territory-wise past orders.
- Generation of standard letters (with standard phrases) to make correspondence sophisticated and free from communication deficiencies. Helps sales engineers to quickly draft interim letters to prospective customers. Software can be customized to generate newsletters, company announcements and product news.
- User friendly and compatible with Windows 7 or previous versions. So also compatible with Office 2010 and previous versions. Reports can be generated in Excel.

About Domex

Domex Information Group (founded in 1988 by Mr P V Satyanarayana), has been successfully handling large information processing outsourcing contracts from globally renowned database and publishing companies from US, UK, EU and Japan. Domex has a 15 year track record (since 1995) in servicing global customers. Further, Domex's top, senior and middle management have built enormous experience in handling large, multi-subject and complex contracts for the company's overseas and domestic customers.

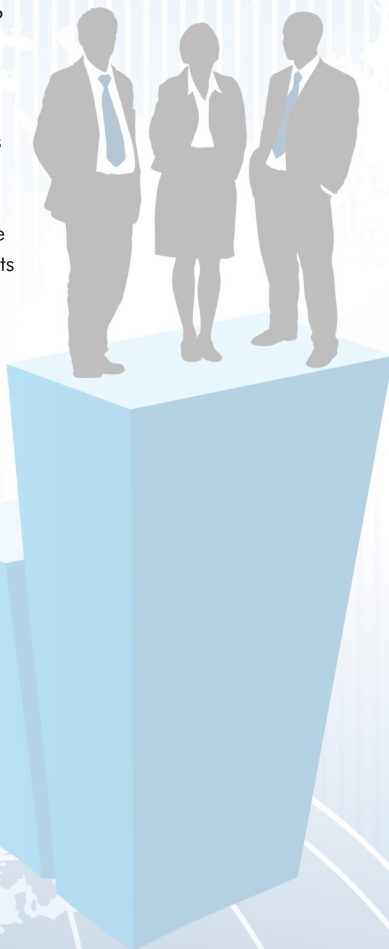
Domex also supports many customers with its specialized software services in the area of capital goods marketing, logistics(warehousing, container freight stations and related segments) and HR management.

Domex has been a renowned name in the area of supply of industry information and boasts of a customer base of over 4,000 Indian companies and MNCs.

Domex is currently a media partner to several trade fair companies and exhibition organizers.

Products & Services

- Publishing of Trade Journals
- Business Research & Analysis
- India New Projects & Business Opportunities Information
- Customised software solutions
- Trade Fair Consultancy



DOMEX Technical Information Pvt. Ltd.

RF-3 Kakad Chambers Annexe, First Floor, Dr Annie Besant Road, Worli, Mumbai 400 018.

Mobile: +91-9225612029 (Purushottam) / +91-9840056568 (Sundar) ● Fax: +91-22-24922889

Email: p.awade@domexinfo.in / sujala@domexinfo.in ● Website: www.capexbd.com

Offices at: Chennai, Delhi & Pune