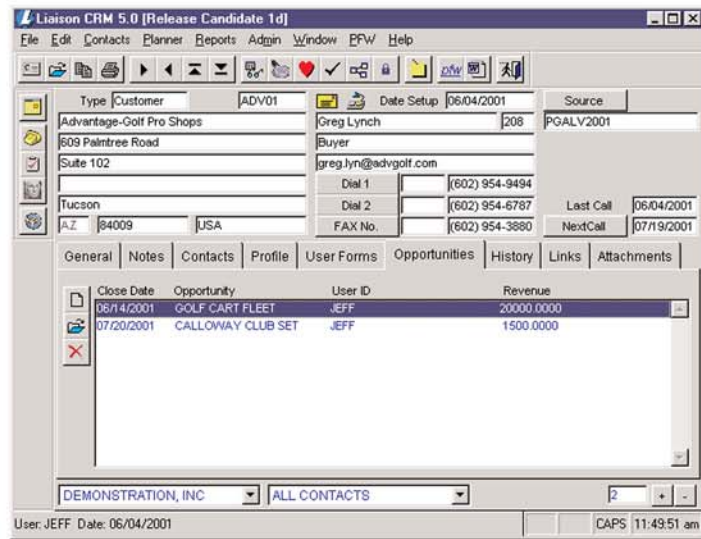


## Liaison CRM

### Let Liaison CRM For SAGE PFW ERP Bring Your Organization Together

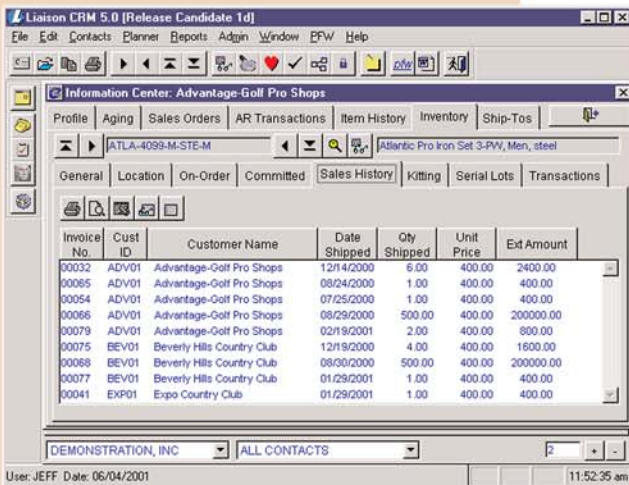
#### Key Features

- Live, bi-directional synchronization between Sage PFW ERP and Liaison CRM allows you to turn prospects into customers, update credit info and more without entering Sage PFW ERP.
- Streamline your credit and collection procedures.
- Pull-up customer's billing & payment history.
- Generate real-time aging reports - summary or detailed.
- Lookup open orders including line item detail.
- Retrieve customer's complete order history.
- Review sales history by product / customer.
- View customer profile with one mouse click.
- Attach date and time stamped notes to inventory items.
- Produce a summary of items sold by customer.
- All this without ever opening Sage PFW!



Having the right information when you need it is crucial to providing the best in customer care. Liaison CRM for Sage PFW ERP takes the guesswork out of this important element of business.

Empower your entire organization with the ability to communicate from one common platform. Store and access critical financial, sales and marketing information from within one application.



Drill down into inventory information like On-Order, Committed and Sales History. Run item history reports that not only show who ordered a particular item over a specific period but more importantly.... who did not! A great tool to ensure customer retention and increase sales.

Accounts Receivable and Collections can now share the same information with Customer Service, Sales, and Marketing departments building a solid team aimed at customer care.

Sales and Customer Service will have access to real-time order entry, order history and inventory information without toggling over to Sage PFW ERP. Two clicks of the mouse and the customer has their answer, 'yes the order shipped yesterday'.

Liaison CRM was engineered to keep customer records in Liaison in-sync with customer records in Sage PFW ERP. When a company name or address is changed in either system, the corresponding fields are automatically updated in the other system.

This unique bi-directional design keeps Liaison and Sage PFW ERP.