



Product Overview

Qasper was built to enable the small to mid-size enterprise (SME) to compete more effectively with both large enterprise and other SMEs.

Through a comprehensive, integrated set of tools, Qasper addresses issues that are now key for every small and mid-sized business:

1. The requirement for a unified, comprehensive toolset to manage information and the customer experience.
2. The ability to tap into the resources of the entire team and take advantage of everyone's contribution to the customer and sales process, no matter how small.
3. The need to upgrade from old school systems and processes, and to provide a central, consistent, easily-accessed system.
4. The importance of information ownership and control over data.
5. The unaffordable, per-user pricing policy of various solutions.

Paradigm Shift in Product



Dalco Technologies Inc. coined the term *Beyond CRM* to describe how Qasper includes full CRM (Customer Relationship Management) to cover traditional sales and marketing for the sales team, but extends with several additional modules and functions to provide:

- Full Customer Experience Management (CEM),
- Collaboration and information management tools for everyone in the company,
- Complete social conversation monitoring and management.

To both compete *and succeed* over their competition, the SME needs the tools to connect with, convince and retain customers.

To that end, Qasper provides more than 25 integrated modules that connect, communicate and collaborate internally with the team and externally with the customer.

Developed for the *private cloud*, using one centralized database to create, share and manage information, Qasper is accessible from anywhere, any time, *on any device*, over any operating system.



Highly scalable through its foundation on the .NET platform, and running on owned or hosted computers, Qasper gives the SME complete, exclusive data ownership and private access to information. Each Qasper customer owns and exclusively accesses their database; their data is not commingled with other customers' data.

And Qasper synchronizes with existing tools like MS Outlook, enhancing rather than replacing those important solutions.



Paradigm Shift in Pricing

One price, unlimited users

It's no longer enough to provide narrow CRM solutions only to the Sales Department. Today, it takes an entire company to properly manage the customer's experience.

Dalco makes that affordable through its unique, *unlimited user license*. One price, unlimited users. And the cost of that license – empowering dozens of employees - is often lower than the equivalent cost of a one- or two-user license for some CRM-only products.

This one-price-for-all not only empowers everyone in the company to participate in the customer process, but further allows the company to grow without the costly burden of additional licensing fees.

Buffet pricing

Qasper is priced using a buffet-style pricing model: the customer pays only for what the customer needs. In most cases, those costs are one-offs (installation, support); no per-user costs.

If the customer chooses not to have support - because Qasper has extensive online help and videos - they don't need to buy it. If they do need support, they can buy a low-cost support package, or purchase it on a per-call/per-hour basis. If they can host Qasper on their own servers, there's no cost for hosting. If they want hosting, Dalco and its partners can provide hosting at a low cost; often less than \$200 per year.

Customers have a wide range of hosting company choices, from majors like GoDaddy.com to specialized, boutique-style hosts.

And customers can tap into our network of experts and VARs to handle any or all of the customer needs, from equipment purchase and installation through support and training.

This approach opens up opportunities for our VAR and alliance partners to offer a range of services to the customer, from equipment sales and services, installation and customization through hosting, support, consultation, add-ins and cross-selling.

Extended productivity

Qasper has significant functionality that can be staged into the SME and that ensure the tools are there through both growth in company size as well as human resources. Internally, Qasper provides beginner through advanced modes, easing an individual's entrance into the world of customer experience management.

Qasper also provides a platform for the unification of the company and the development of a culture that focuses on the overall objectives of the SME.



Modules and solutions – features and benefits

Qasper has modules and functions to handle all the following and more:

CRM – contact management, identifying, soliciting and capturing sales

- Sales, customer interaction and recording
- Opportunity management, collaboration
- Information, document dissemination
- Callback handling, forwarding
- Template preparation and management
- Target marketing, drip marketing
- Campaign management
- Automated communication
- Online order entry and inventory management

CEM – Customer Experience Management, the interaction between the customer and the company

- Touchpoint monitoring and capture
- Unified communication processes
- Response tracking
- Call center handling
- Brand messaging opportunities, centralized documentation
- Marketing and service level monitoring
- Experience tracking
- Web registration, web live chat
- RSS feed preparation, social network forwarding
- Email, phone and permission-based text messaging from profiles

Social CRM – Capturing customer opportunities, wherever they reside

- Twitter, Facebook, Google search and monitoring
- Site and blog monitoring
- Conversation capture and routing
- Inbound communication channels, live chat
- RSS feeds and social network links
- Online notations and routing
- Full enablement – all employees, central point access
- Community wall messaging

Activities

- Collaboration tools
- To do, time/charges
- Calendaring, group scheduling
- Resource scheduling and management
- Document management, central access
- Online word processing
- Online spreadsheet
- Corporate internal chat
- Messaging, cloning and forwarding



- Opportunity management
- Help desk processing and routing
- Catalog management
- Auto email sync and match
- Contact import and set up
- VoIP, Skype, auto-dialing

Synchronization and integration

- Outlook: desktop and Exchange Server
(email, tasks, appointments, contacts)
- Various 3rd party products
(profiles, time and billing)
- Mobile and other calendars
- Email, all sources, auto-sync to profiles

Reporting and Information Management

- Home page, quick summary
- Quick search – list views
- Ad hoc query builder
- Fixed report designer



Technical requirements

Server:

Qasper has minimal requirements and can run on small computer configurations.

Recommended:

Operating system: WindowsXP, Window 7 or Windows Server (any edition)

RAM: Minimum RAM, recommend 4-6 GB

Disk space: 250 gb+ storage

Hosting: IIS6.0 +, .NET Framework 1.1 and up

Client:

Any browser, any device.

Browsers: IE, Firefox, Safari (Mac and all i-devices), Chrome and all Android browsers, RIM QNX, Opera, Dolphin

Devices: all Windows computers, notebooks, netbooks. All Android and Windows smartphones and tablets.

Language and development

Language: C# and VB.NET on the .NET framework, with some Java implementations.

Size: Approximately 500,000 lines of code. Deployed in approximately 12 dynamic link libraries and executables, with approximately 20 vendor libraries

Installation size: approximately 20 MB, separate database (MS SQL Server, MySQL, Oracle, Access, most others)

Add-ins: Unique, simple 4 step add-ins through an XML-based menu system.