

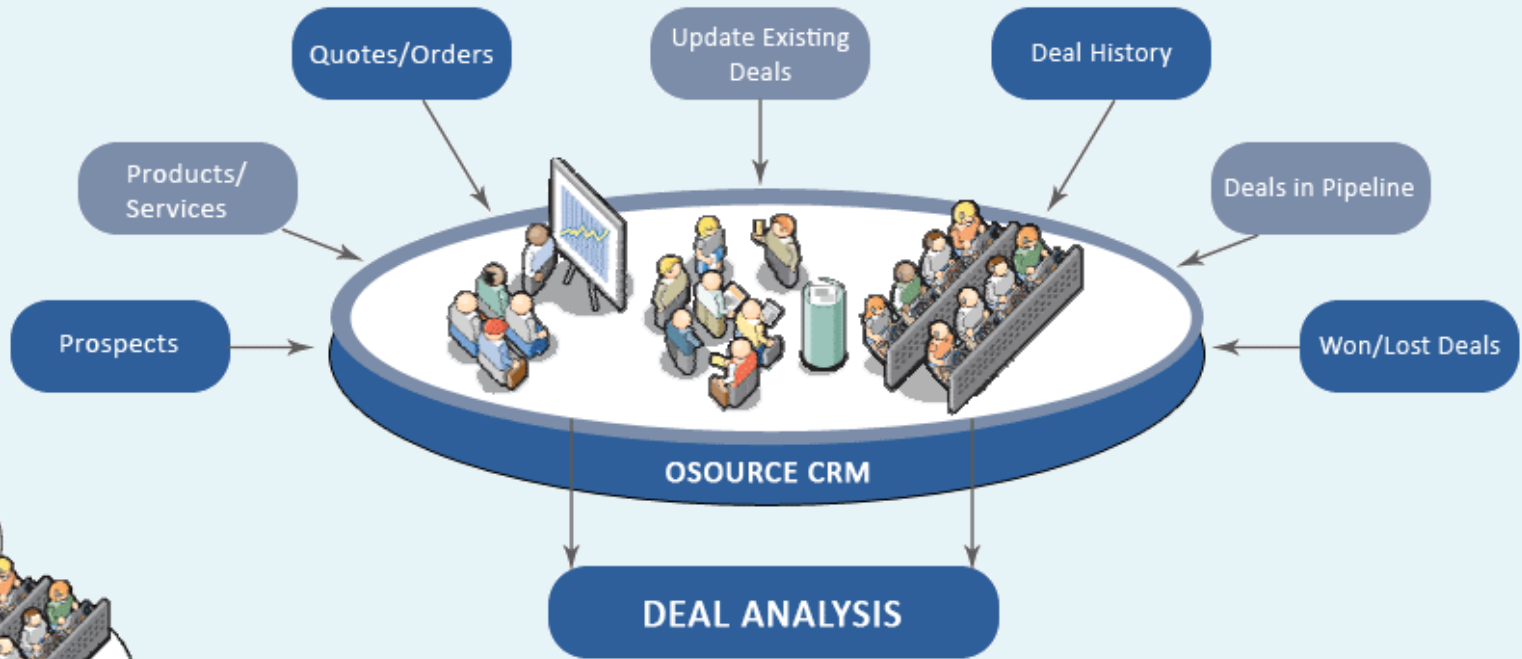
LEAD MANAGEMENT SYSTEM

Customer Relationship Management



Lead Management System - Overview

Sales Department



Cross Regional Sales Department

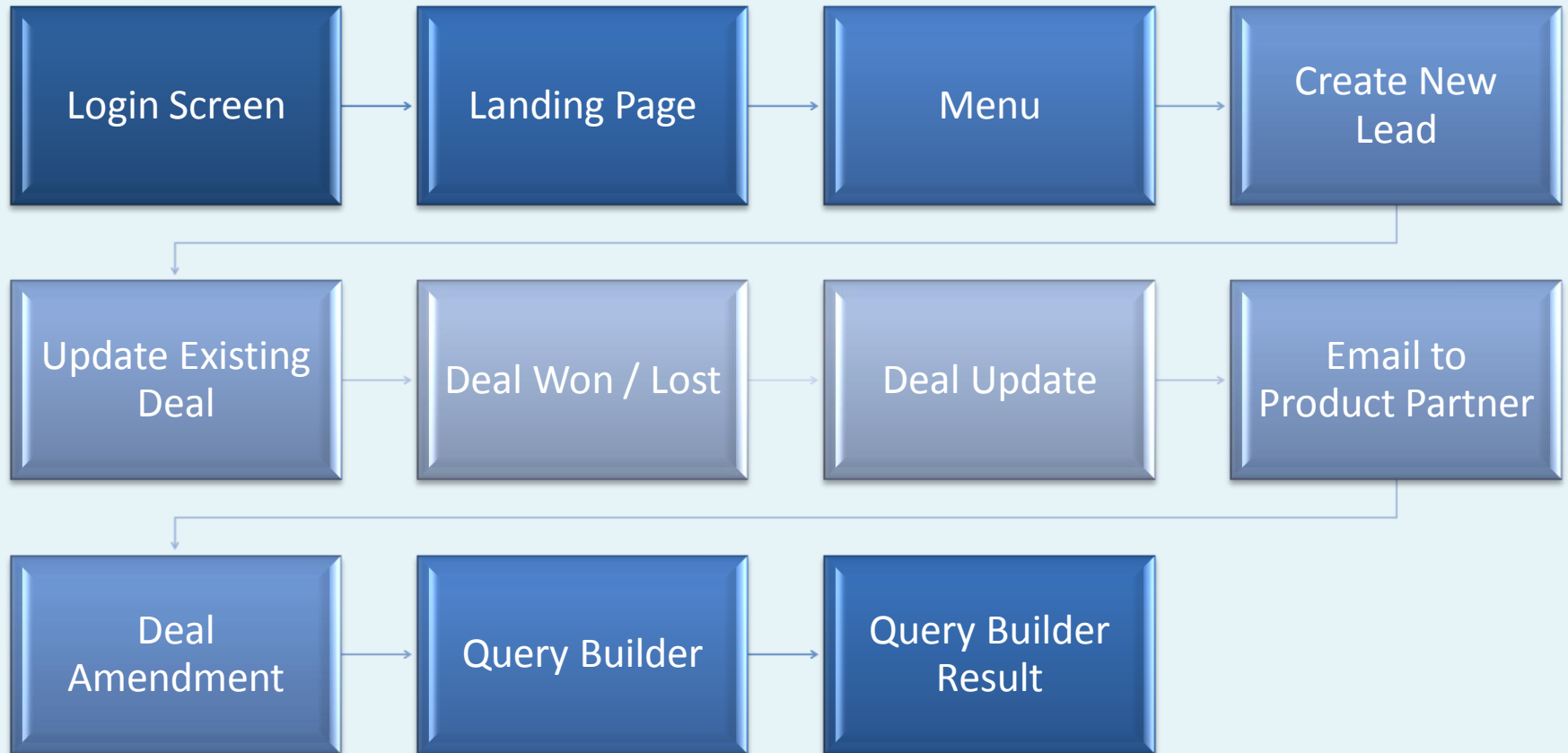


Osource's Lead Management System

The Lead Management System of Osource provides the following benefits:

- ✓ Maximizes external deal referrals with tools to manage broker relations
- ✓ Has the ability to capture details of interaction
- ✓ Leverages your network of referral sources, financing sources, co-investors, etc.
- ✓ Automates internal reporting by scheduling reports (e.g. deals in pipeline)
- ✓ Helps to stay on top of tasks and hard to reach contacts with flags and follow-up reminders
- ✓ Ability to create own query & export the same in Microsoft Excel for easy reference
- ✓ Enables segregation of data based on granular details like Industry type, Client Group, market type, entity type etc..
- ✓ Enables assigning a Relationship Manager for each Client
- ✓ Enables entry of multiple point of contacts for each Client

WORK FLOW



DATA VIEW



Login Screen

Welcome to Deal Management System (DMS). DMS is an online tool which allows RMs to log deal information real time. RMs can create new deals and change the status of current deals.

Log In

User Name :

Password :

Landing Page

Thursday, October 28, 2010		You are logged in as dbadmin	
Master Access ▶ Deal Logging ▶ Deal Viewing ▶ Help ▶		Home Log Out	
My Deals Overview			
This Month October	No. of Won Deals (Validated)	1	
	Estimated Revenues (TEUR)	195	
Year to Date 2010	No. of Won Deals (Validated)	1	
	Estimated Revenues (TEUR)	195	
	No. of Deals Pending Confirmation	0	
	Amount of Deals Pending Confirmation (TEUR)	0	
	No. of Deals Rejected	1	
	Amount of Deals Rejected (TEUR)	195	
FY2009 Budget	Revenues (TEUR)	7200	

The landing page gives a brief overview of all the deals – won, lost or in pipeline

Menu

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- Role Master
- User Master
- Country Master
- Product Partner Master
- Relationship Manager Master
- Designation Master
- Budget Setup
- Upload

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- Create New Deal
- Update Existing Pipeline Deal
- Update Pending-Confirmation Deal
- Deal Amendment
- Update Rejected-Confirmation Deal

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- Query Builder
- View my Pipeline Deals
- View my Won and Confirmed Deals
- View my Lost Deals
- View All my Deals
- View my Pending/Rejected Confirmation Deals
- View my Teams Won and Confirmed Deals (Non-Confidential)
- View All my Teams Deals

Client Creation

Client Details: Save & Submit | Save For Rework | Back

Client Group Name : *	Axis Risk Consulting Servic	Client Code : *	AXI236
Client Name : *	Axis Risk Consulting Services	Country :	India
Entity Type :	Pvt.Ltd.Company	Nature of Business :	Service Providers
Industry : *	Unassigned	Sub-Industry : *	Unassigned
Market : *	Domestic	Sub-Market : *	Unassigned
Expected to be a- :		Type Of Job :	
Share Capital (Paid-up) :		Relationship Manager : *	Abhishek Kumar Singh
Relationship Partner : *	Saurabh Kumar	Referring Country :	
Pan No. :		Web Site :	
Remarks :		Nature of Initial Assignment (s) sought by New Client :	
Referring Person & Off. :		Fill Questioners	

Contact Details: Add New

No.	Contact Person	Designation	Contact No.	E-Mail Id	Delete
1	Zenoh D'Gunha	Manager - FP&A	+91 022 3044 1142	zenoh.dgunha@axiindia.co.in	Delete

Can add multiple point of contacts

Data points for MIS Reports like Client Group Name, Client Name, Industry, Market, Entity Type etc

Client Contact Details

Besides the contact details, details of client's date of birth, anniversaries etc can also be added

Client Details:

Client Group Name : * Axis R
 Client Name : * Axis R
 Entity Type : Pvt.Ltd
 Industry : * Unass
 Market : * Dome
 Expected to be a- :
 Share Capital (Paid-up) :
 Relationship Partner : * Saura
 Pan No. :
 Remarks :
 Referring Person & Off. :

Client Contact Detail

Contact Person* Zenoh D'Cunha
 Designation Manager - FP&A
 Land Line No.* +91 022 3044 1142
 Mobile No. +91 98205 05723
 Fax No. +91 022 3044 1050
 E-Mail zenoh.dcunha@axisindia.co.in
 Address Nishuvi, 3rd Floor, 75, Dr. Annie Beasant Road, Worli, Mumbai - 400 018.
 Location Lower Parel
 Pin 400 018

OK Cancel

Fill Questioners

Contact Details: Add New

No.	Contact Person	Contact No.	E-Mail Id	Delete
1	Zenoh D'Cunha	22 3044 1142	zenoh.dcunha@axisindia.co.in	Delete

By clicking on the contact name, the details for the same will pop up on the screen

Create New Lead

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Deal Creation Page

Deal Creation Date*	: <input type="text" value="October-2010"/>	Product Colleague*	: <input type="text" value="sonia"/>
Country*	: <input type="text" value="INDIA"/> ▼	Deal Size(EUR Mio)	: <input type="text" value="300"/>
Customer Type*	: <input type="radio"/> Existing <input checked="" type="radio"/> New	Estimated Revenue(TEUR)*	: <input type="text" value="195"/>
Customer Name*	: <input type="text" value="ABC Enterprises"/>	Revenue Time Line*	: <input type="text" value="Annual"/> ▼
Relationship Manager*	: <input type="text" value="chetna"/> ▼	Confidentiality*	: <input type="radio"/> Yes <input checked="" type="radio"/> No
Additional RM	: <input type="text" value="rupali"/> ▼	Target Date*	: <input type="text" value="February"/> ▼ <input type="text" value="2011"/> ▼
Regional / Global RM	: <input type="text" value="suraj"/> ▼	Deal Status*	: <input type="text" value="Pitching"/> ▼
Regional MNC Client	: <input type="radio"/> Yes <input checked="" type="radio"/> No	Probability(%)*	: <input type="text" value="25"/> ▼
Deal Description*	: <input type="text" value="test description"/>	Remarks	: <input type="text" value="test"/>
Product Partner*	: <input type="text" value="GTB-OTHERS"/> ▼	Product Partner Email Address*	: <input type="text" value="rupali@osourceindia.com"/>

By clicking here, a new client can be added with all the relevant data

Can add "Next Meeting Date" Reminder

Existing Pipeline Deal

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Deal Existing Pipeline

Deal Code : Customer Name: Search | Reset Search

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev (TEUR)	Deal Status	Deal Description	Confirmation Status	Delete
IND/10/0001	ABC Enterprises	chetna	300	195	Pitching	test test		Delete

Page : 1 of 1 First Prev Next Last

Clicking on this page, gives the client access to all the deals in the pipeline, allowing them to add updates as well as change details if required.

Update Existing Deal

Monday, October 18, 2010 You are logged in as dbadmin

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Update Existing Deal

Deal Code *	: <input type="text" value="IND/10/0001"/>	Probability(%)	: <input type="text" value="50"/>
Deal Creation Date*	: <input type="text" value="October-2010"/>	Product Colleague*	: <input type="text" value="sonia"/>
Country*	: <input type="text" value="INDIA"/>	Deal Size(EUR Mio)	: <input type="text" value="300"/>
Customer Type*	: <input type="radio"/> Existing <input checked="" type="radio"/> New	Estimated Revenue(TEUR)*	: <input type="text" value="195"/>
Customer Name*	: <input type="text" value="ABC Enterprises"/>	Revenue Time Line*	: <input type="text" value="Annual"/>
Relationship Manager*	: <input type="text" value="chetna"/>	Confidentiality*	: <input type="radio"/> Yes <input checked="" type="radio"/> No
Additional RM	: <input type="text" value="rupali"/>	Target Date*	: <input type="text" value="February"/> <input type="text" value="2011"/>
Regional / Global RM	: <input type="text" value="suraj"/>	Deal Status*	: <input type="text" value="Pitching"/>
Deal Description*	: <input type="text" value="test test"/>	Remarks	: <input type="text" value="test"/>
Product Partner*	: <input type="text" value="GTB-OTHERS"/>	Product Partner Email Address*	: <input type="text" value="sonia.salvi@osourceindia.com"/>
Regional MNC Client	: <input type="radio"/> Yes <input checked="" type="radio"/> No		

The status of an existing deal can be updated here by updating the remarks section along with the deal status

Deal History

Monday, October 25, 2010										You are logged in as dbadmin			
Master Access ▶ Deal Logging ▶ Deal Viewing ▶ Help ▶										Home Log Out			
Deal History :											Back		
Deal Tracking Date	Rel. Manager 1	Regional RM/Global RM	Deal Description	Deal Size (EUR Mio)	Est. Rev (TEUR)	Deal Status	Rev. Time Line	Probability	Target Month/ Year	REMARKS	Email	Confirmation Status	Rejection Remarks
Oct18, 2010	Rupali	Suraj	Testtest	300	195	Discussion with client	Annual	30	Feb 2011	Spoke to Rupali to call tomorrow	sonia.salvi@osourceindia.com		
Oct19, 2010	Rupali	Suraj	Testtest	300	195	Pitching	Annual	50	Feb 2011	Will revert with a Meeting time	sonia.salvi@osourceindia.com		
Oct20, 2010	Rupali	Suraj	Testtest	300	195	Chasing	Annual	50	Feb 2011	Meeting confirmed for Oct 25, 2010	sonia.salvi@osourceindia.com		
Oct25, 2010	Rupali	Suraj	Testtest	300	195	Won	Annual	100	Feb 2011	Deal Won	sonia.salvi@osourceindia.com		

The entire history of a deal, ie, from its inception to its closure can be tracked here

Deal Won / Lost

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Deal Amendment

Deal Code *	: <input type="text" value="IND/10/0001"/>	Probability(%)	: <input type="text" value="100"/>
Deal Creation Date*	: <input type="text" value="October-2010"/>	Product Colleague*	: <input type="text" value="sonia"/>
Country*	: <input type="text" value="INDIA"/>	Deal Size(EUR Mio)	: <input type="text" value="300"/>
Customer Type*	: <input type="radio"/> Existing <input checked="" type="radio"/> New	Estimated Revenue(TEUR)*	: <input type="text" value="195"/>
Customer Name*	: <input type="text" value="ABC Enterprises"/>	Revenue Time Line*	: <input type="text" value="Annual"/>
Relationship Manager*	: <input type="text" value="chetna"/>	Confidentiality*	: <input type="radio"/> Yes <input checked="" type="radio"/> No
Additional RM	: <input type="text" value="rupali"/>	Target Date*	: <input type="text" value="February"/> <input type="text" value="2011"/>
Regional / Global RM	: <input type="text" value="suraj"/>	Deal Status*	: <input type="text" value="Won"/>
Deal Description*	: <input type="text" value="test test"/>	Remarks	: <input type="text" value="test"/>
Product Partner*	: <input type="text" value="GTB-OTHERS"/>	Product Partner Email Address*	: <input type="text" value="rupali@osourceindia.com"/>
Regional MNC Client	: <input type="radio"/> Yes <input checked="" type="radio"/> No	Trade Date*	: <input type="text" value="01 Nov 2010"/>
Product deal Id*	: <input type="text" value="abc001"/>	Additional RM RC %	: <input type="text" value="50"/>
Relationship Manager RC %	: <input type="text" value="50"/>		
Revenue Credit	: <input type="text" value="195"/>		

Remarks stating the reason behind a deal won or lost can be added here

Deal Update

Update on pending deals can be made here

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Deal Update Page (Pending - Confirmation)

Deal Code : Customer Name: Search | Reset Search

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev (TEUR)	Deal Description	Confirmation Status	Delete
IND/10/0001	ABC Enterprises	chetna	300	195	test test	Pending	Delete
EUR/09/0001	Shalimar Construction Company	rupali	300		for shalimar group of	Pending	Delete

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Update on rejected deals can be made here

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Deal Update Page (Rejected - Confirmation)

Deal Code : Customer Name: Search | Reset Search

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev (TEUR)	Deal Description	Confirmation Status	Delete
IND/10/0002	XYZ Group	chetna	300	195	test test	Rejected	Delete

Page : 1 of 1

Updates on pending or rejected deals can be made here, which can later be sent to the product partner for confirmation.

Email to Product Partner

From: chetana@osourceindia.com [mailto:chetana@osourceindia.com]

Sent: Monday, October 18, 2010 11:39 AM

To: rupali@osourceindia.com

Subject: Action Required: CBC Deal Confirmation

You have been identified as the CBC Product Partner regarding the following deal.

Please confirm that the below deal information is correct and click the submission button for us to properly record the transaction details.

CBC Deal Information :

CBC Relationship Manager Name : chetna

Deal Description :

Client Name :	ABC Enterprises	Deal Size (EUR Mio) :	300
Estimated Revenue (TEUR) :	195	Deal Description :	test test
Revenue Timeline :	Annual	Deal Completion Date :	October-2010
Product Unit :	GTB-OTHERS	Product Colleague :	sonia
Originating RM :	chetna	Country :	INDIA
Additional RM :	rupali	Regional/Global RM :	suraj
Deal Code :	DE000004	Product Deal Code :	
Trade Date :	01 Nov 2010		

Click here to Confirm and submit

The product partner shall click here to confirm the deal

Rejection Remarks :

Should you disagree with the above information please provide details and click the rejection button below)

Click here to Reject

The product partner shall click here to reject the deal stating reasons for the same alongside

Deal Amendment

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Deal Amendment

Deal Code : Customer Name: Search | Reset Search

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev (TEUR)	Deal Status	Deal Description	Confirmation Status	Delete
IND/10/0001	ABC Enterprises	chetna	300	195	Won	test test	Confirmed	Delete
EUR/09/0001	Shalimar Construction Company	rupali	300	50	Won	Deal for shalimar group of companies	Pending	Delete
IND/09/0002	ADITYA BIRLA	suraj	100	16	Won	test this deal		Delete
IND/09/0001	ADITYA BIRLA	chetna	120	32	Won	DEAL FOR ADITYA BIRLA GROUP FOR THERE NEW STEEL PLANT IN TERANGUL	Confirmed	Delete

Page : 1 of 1 First Prev Next Last

Amendments to deals can be made by clicking on the Deal Code

Query Builder

The fields to be included in the query result can be selected from here

The order of fields in the query result can be inputted here

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Query Builder: Back

Select Table: DEAL DATA

Select All Fields:	Sort Order	Fields	Map Order
<input checked="" type="checkbox"/>		Deal MID	
<input checked="" type="checkbox"/>		Date Created	
<input checked="" type="checkbox"/>		Country	
<input checked="" type="checkbox"/>		Client name	
<input checked="" type="checkbox"/>		Customer Type	

Specify Query Criteria:

Fields	Condition	Value	
Date Created	<=	18 Oct'10	--Select--
--Select--	--Select--		--Select--
--Select--	--Select--		--Select--
--Select--	--Select--		--Select--
--Select--	--Select--		--Select--

Execute Query

The query result can be further refined using the query criteria

Query Builder Result

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Query Builder Result : Back

Deal MID	Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description	Product Partner	Product Colleague	Deal Size	Estimated Revenue	Revenue Timeline
IND/09/0001	1-Oct-09	INDIA	ADITYA BIRLA	EXISTING	chetna			DEAL FOR ADITYA BIRLA GROUP FOR THERE NEW STEEL PLANT IN TERANGUL	GTB-TRS	Suraj Dubey	120	32	Upfront
EUR/09/0001	1-Oct-09	EUROPE	Shalimar Construction Company	NEW	rupali			Deal for shalimar group of companies	CF/ECM	Rupali	300	50	Upfront
IND/09/0002	1-Oct-09	INDIA	ADITYA BIRLA	EXISTING	suraj			test this deal	GM-Emerging Market.	chetan sharma	100	16	Annual
IND/10/0001	1-Oct-10	INDIA	ABC Enterprises	NEW	chetna	rupali	suraj	test test	GTB-OTHERS	sonia	300	195	Annual
IND/10/0002	1-Oct-10	INDIA	XYZ Group	NEW	chetna	rupali	suraj	test test					Upfront

The query builder result can be exported to an excel sheet, enabling easy reference

Data exported to excel sheet

Export To Excel

Deal MID	Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description
IND/09/0001	1-Oct-09	INDIA	ADITYA BIRLA	EXISTING	chetna			DEAL FOR ADITYA BIRLA GRO STEEL PLANT IN TERANGUL
EUR/09/0001	1-Oct-09	EUROPE	Shalimar Construction Company	NEW	rupali			Deal for shalimar group of comp
IND/09/0002	1-Oct-09	INDIA	ADITYA BIRLA	EXISTING	suraj	chetna		test this deal
IND/10/0001	1-Oct-10	INDIA	ABC Enterprises	NEW	chetna	rupali	suraj	test test
IND/10/0002	1-Oct-10	INDIA	XYZ Group	NEW	chetna	rupali	suraj	test test

View – Pipeline Deals

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View my Pipeline Deals

Search Criteria : Deal Code Customer Name

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev. (TEUR)	Deal Status	Deal Description
IND/10/0002	XYZ Group	chetna		195	Discussion with client	test test

Page : 1 of 1

The query builder result can be exported to an excel sheet, enabling easy reference

Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description	Product Partner Name	Product Coll
1-Oct-10	INDIA	XYZ Group	NEW	chetna	rupali	suraj	test test	GTB-OTHERS	sonia

Details of all the deals in the pipeline can be viewed here

Data exported to excel sheet

View – Won Deals

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View my Won and Confirmed Deals

Search Criteria : Deal Code Customer Name

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev. (TEUR)	Deal Status	Deal Description	Confirmation Status
IND/10/0001	ABC Enterprises	chetna	300	195	Won	test test	Confirmed

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Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description	Product Partner Name
1-Oct-10	INDIA	ABC Enterprises	NEW	chetna	rupali	suraj	test test	GTB-OTHERS

Details of all the deals won can be viewed here

View – Lost Deals

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View my Lost Deals

Search Criteria : Deal Code Customer Name

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev. (TEUR)	Deal Status	Deal Description
IND/10/0002	XYZ Group	chetna	300	195	Lost	test test

Page : 1 of 1 First Prev Next Last

deal_mid	Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description	Product Partner Name
IND/10/0002	1-Oct-10	INDIA	XYZ Group	NEW	chetna	rupali	suraj	test test	GTB-OTHERS

Details of all the deals lost can be viewed here

View – Pending / Rejected Deals

Monday, October 18, 2010 You are logged in as dbadmin

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View my Pending-Confirmation Deals

Search Criteria : Deal Code Customer Name

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev. (TEUR)	Deal Description	Confirmation Status	Product Colleague
IND/10/0002	XYZ Group	chetna	300	195	test test	Rejected	sonia
EUR/09/0001	Shalimar Construction Company	rupali	300	50	Deal for shalimar group of companies	Pending	Rupali

Page : 1 of 1

Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description
1-Oct-10	INDIA	XYZ Group	NEW	chetna	rupali	suraj	test test
1-Oct-09	EUROPE	Shalimar Construction Company	NEW	rupali			Deal for shalimar group of companies

Details of all the pending or rejected deals can be viewed here

View – All Deals

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View all my Deals

Search Criteria : Deal Code Customer Name

Deal Code	Customer Name	Relationship Manager	Deal Size (EUR Mio)	Est. Rev. (TEUR)	Deal Status	Deal Description	Confirmation Status
IND/10/0002	XYZ Group	chetna	300	195	Lost	test test	
IND/10/0001	ABC Enterprises	chetna	300	195	Won	test test	Pending
EUR/09/0001	Shalimar Construction Company	rupali	300	50	Won	Deal for shalimar group of companies	Pending
IND/09/0002	ADITYA BIRLA	suraj	100	16	Won	test this deal	
IND/09/0001	ADITYA BIRLA	chetna	120	32	Won	DEAL FOR ADITYA BIRLA GROUP FOR THERE NEW STEEL PLANT IN TERANGUL	Confirmed

Page : 1 of 1

Date Created	Country	Client Name	Customer Type	Relationship Manager	Additional RM	Regional/Global RM	Deal Description
1-Oct-10	INDIA	XYZ Group	NEW	chetna	rupali	suraj	test test
1-Oct-10	INDIA	ABC Enterprises	NEW	chetna	rupali	suraj	test test
1-Oct-09	EUROPE	Shalimar Construction Company	NEW	rupali			Deal for shalimar group of compa
1-Oct-09	INDIA	ADITYA BIRLA	EXISTING	suraj	chetna		test this deal
1-Oct-09	INDIA	ADITYA BIRLA	EXISTING	chetna			DEAL FOR ADITYA BIRLA GROUP THERE NEW STEEL PLANT IN TE

Details of all the deals - won, lost or pending - can be viewed from here

Thank You



Mumbai – Noida (NCR) – Bangalore – Hyderabad - Kolkata