

nippondata

NEWTON CRM

Customer Relationship Management Software

MANAGE SALES • SERVICE • DISTRIBUTION

ABOUT NIPPON DATA SYSTEMS

Company Profile & Scale



Founded in 1994

Over 3 decades of excellence



1400+ Employees

Skilled professionals globally



1200+ Customers

Trusted by industry leaders

KEY CERTIFICATIONS

CMMI LEVEL 3

ISO 9001:2008

ISO 27001

ISO 20000

Partnerships & Services



GOLD PARTNER

Microsoft & Oracle

END-TO-END SERVICES OFFER

 Implementation

 Business Intelligence

 System Integration

 Mobility

 Managed Services

 Cloud

INTEGRATED TECHNOLOGY & SOLUTIONS PROVIDER

GLOBAL PRESENCE & INDUSTRY SUCCESS

GLOBAL DELIVERY MODEL • END-TO-END EXPERTISE



Geographic Footprint



 **India**
HQ & Development

 **USA**
Sales & Support

 **UK**
Regional Office

 **Thailand**
Regional Office

 **Africa**
Regional Presence

Industry Successes



Manufacturing



Healthcare



BFSI



Consumer Durables



Government



ITES & Others

GLOBAL PRESENCE & INDUSTRY SUCCESS

GLOBAL DELIVERY MODEL • END-TO-END EXPERTISE

Trusted across regulated & distribution-heavy industries.



INDUSTRIES SERVED



BFSI

Banking, financial services & insurance



Manufacturing

Heavy industry, engineering, after-sales



Healthcare

Hospitals, diagnostics, med-tech



Consumer Durables

Appliances, electronics, furnishing



Government

PSUs, utilities, citizen services



ITES & Others

IT services, education, retail

SELECT CLIENTS



Nangloi Water Services

SURYA

BSES



IUP Jindal Metals & Alloys



Maruti Suzuki

khaitan

Kiwi



PHD Chamber of Commerce



Nelson Mandela University

legrand

LAZER



Birla Century



Prakash Industries

TESA

+ 180 more esteemed clients



Logos shown for reference



Trademarks of their owners



Global Reach

Serving clients across geographies



Trusted Partnerships

Built on reliability & long-term relationships



Proven Expertise

Deep industry knowledge & domain experience



Compliance First

Adherence to global standards & regulations

INTRODUCING NEWTON CRM

"Accelerate revenue, elevate service, and scale channel sales on **one platform**"



Built-in Communications & Analytics

Unified messaging (SMS, Email, WhatsApp) integrated with real-time insights to drive engagement.



Mobile-First Experiences

Empower field sales and service teams with dedicated, intuitive mobile apps for on-the-go productivity.



Secure & Scalable

Enterprise-grade security architecture compliant with ISO standards, built to grow with your business.



Integration-Ready

Seamlessly connect with existing ERPs, accounting software, and inventory management systems.

DPDP ACT, PI FIELD CONFIRMATION & MASKING

Built-in compliance and data protection capabilities in Newton CRM.



DPDP Act Compliance

Stay compliant with India's Digital Personal Data Protection Act.

- > Consent Management
- > Lawful Basis Tracking
- > Data Principal Rights (Access, Correction, Erasure)
- > Audit Trails & Data Retention
- > Breach Notification Support



Stay compliant. Build trust.



PI Field Confirmation

Confirm before capturing Personal Information.

Key PI Fields



Mobile Number



Email ID



Other Sensitive Information
(Address, Date of Birth, ID Proof, etc.)

- > Real-time Validation & Prompts
- > Mandatory Consent Checkbox
- > Reduce Entry Errors
- > Ensure Accurate & Lawful Collection



Confirm with confidence.
Capture accurately.



PI Field Masking

Automatically mask PI and sensitive data across the system.

Auto-mask Examples



Mobile Number
98XXXXXX45



Email ID
saXXXX@domain.com



Sensitive Data
Aadhaar: XXXX XXXX 1234

- > Auto-mask in UI, Reports & Exports
- > Role-based Masking Rules
- > Configurable Masking Patterns
- > Secure by Default



Protect sensitive data. Reduce risk.



Privacy by Design



Customer Trust



Regulatory Readiness

PRODUCT PORTFOLIO

Comprehensive CRM solutions tailored for specific business needs



Sales CRM

- ✓ Campaign Management
- ✓ Lead Management
- ✓ Opportunity & Pipeline
- ✓ Quotes & Orders
- ✓ Cash Flow Tracking



Sales & Service CRM

- ✓ Lead-to-Ticket Journey
- ✓ Field Service Management
- ✓ Ticket Resolution
- ✓ AMC & Warranty
- ✓ Spare Parts Tracking



Dealer Management

- ✓ Channel Sales
- ✓ Beat Plans & Route Maps
- ✓ Inventory Integration
- ✓ Integrated Accounts
- ✓ Secondary Sales

SALES CRM CAPABILITIES

Core modules designed to streamline the entire sales process from campaign to closure.



Campaign Management

- ✓ Campaign creation & strategic planning
- ✓ Data import from Excel & external sources
- ✓ Bulk Email / SMS broadcasting
- ✓ Automated notifications & alerts



Lead & Opportunity

- ✓ Lead creation, assignment & tracking
- ✓ Appointment scheduling & To-do activities
- ✓ Opportunity pipeline management
- ✓ Quote to Order & Proforma Invoice generation



Accounts & Activities

- ✓ Comprehensive Account & Contact management
- ✓ Role-based security & User management
- ✓ Daily Sales Reports (DSR) & analytics
- ✓ Travel Expense tracking & approval



Products & Pricing

- ✓ Product Catalog & Multi/Group Product support
- ✓ Price books & Pricing management
- ✓ Stock level visibility & Inventory sync
- ✓ GST / Tax configurations & Dashboards

SERVICE & FIELD MANAGEMENT

Integrated solutions for helpdesk, field operations, and inventory control.

Ticket Management

- ✓ Web, Call & Mail registration
- ✓ Intelligent Allocation & Assignment
- ✓ SLA-based Escalations & Reminders
- ✓ Closure with 'Happy Code' validation

Field Service

- ✓ GPS & Google Map Integration
- ✓ Smart Appointment Scheduling
- ✓ Digital Job Sheets & Inspection
- ✓ Part Replacement & Approvals

Warranty & Serialized

- ✓ Product Registration
- ✓ Warranty Lifecycle Mgmt
- ✓ Customer Feedback Capture

AMC Management

- ✓ Product Definition
- ✓ AMC Registration
- ✓ Preventive Call Generation
- ✓ Maturity Tracking

Spares & Stores

- ✓ Multi-location Stores Setup
- ✓ Serialized Parts Tracking
- ✓ Indent, PO, Dispatch & GRN
- ✓ Consignment Goods

DEALER & DISTRIBUTION MANAGEMENT

End-to-end visibility and control over your secondary sales channel.

Planning & Coverage

- ✓ Beat Manager Implementation
- ✓ FDFM (Fixed Day Fixed Marketing)
- ✓ Zone-wise Distribution Setup
- ✓ Comprehensive Territory Mapping

Dealer Lifecycle & Orders

- ✓ Dealer Onboarding & Creation
- ✓ Dealer & Distribution PO Management
- ✓ Sales Convert to Order Workflow
- ✓ Auto-generated Proforma Invoices

Sales Execution

- ✓ Sales Plans & DSR
- ✓ Order Dispatch & Tracking
- ✓ Payment Alerts
- ✓ Credit Check

Inventory & Logistics

- ✓ Map Branches/Warehouses
- ✓ Indent, PO & GRN
- ✓ Real-time Inventory Tracking
- ✓ Stock Transfer & Return

Accounts & Compliance

- ✓ Integrated Inventory
- ✓ Accounting Integration
- ✓ Integrated Accounts
- ✓ GST / Taxes Product wise

MOBILE SOLUTIONS

Empower your workforce with dedicated apps for Sales and Field Service.



Sales Manager App

Complete sales lifecycle on mobile

- ✓ Leads & Accounts
- ✓ To-Do Activity / Task
- ✓ Quotation View
- ✓ Order Tracking / Dispatch
- ✓ Inventory Management
- ✓ Geo Tracking of Sales
- ✓ Real-time Notifications
- ✓ Expenses Management
- ✓ Attendance & Leave
- ✓ Payment Follow Up
- ✓ Document Access
- ✓ Call & SMS from App
- ✓ Route Map Facility
- ✓ Sales Helpdesk



Field Service App

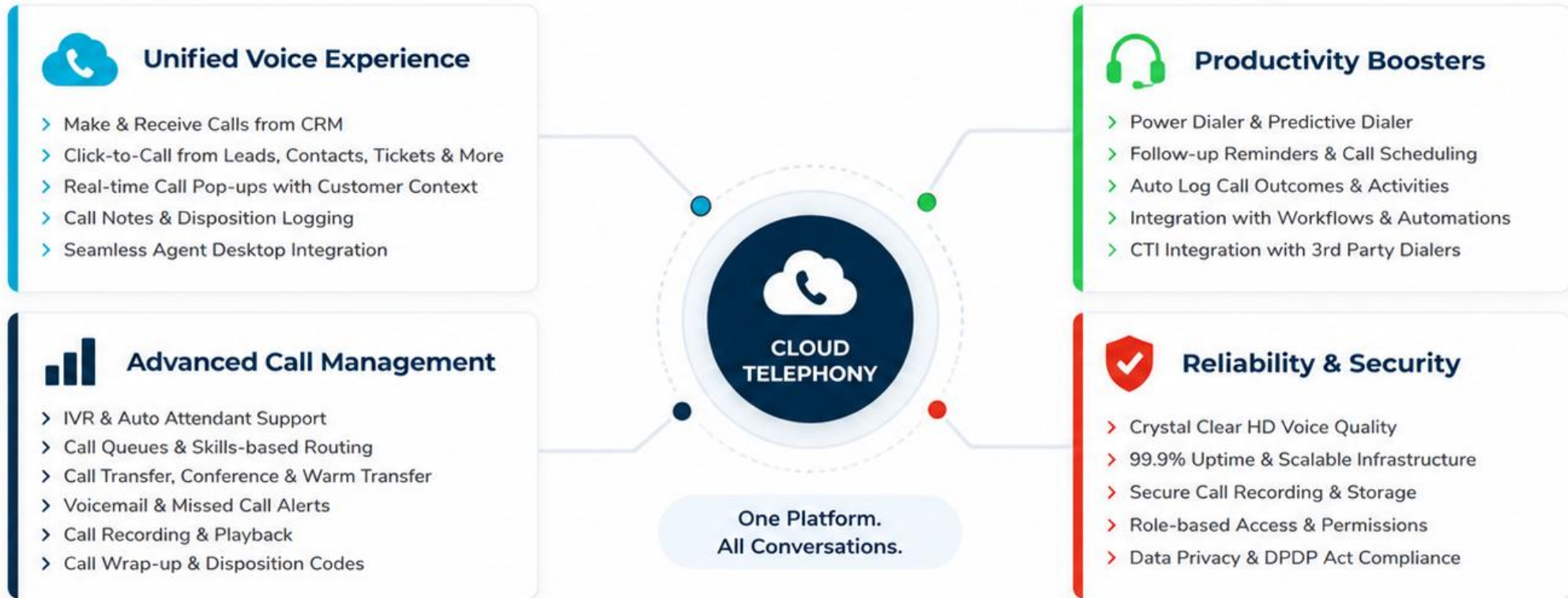
Technical support & resolution tools

- ✓ Pending Call List
- ✓ SLA Tracking
- ✓ Complete Call Closure
- ✓ Parts Ordering & Receiving
- ✓ Defective Tracking
- ✓ Geo Tracking
- ✓ Ticket Notifications
- ✓ Digital Job Sheet
- ✓ Happy Code Signature
- ✓ Technical Docs Access
- ✓ Call & SMS from App
- ✓ Expenses Management
- ✓ Attendance & Leave

CLOUD TELEPHONY INTEGRATION & FEATURES



Seamless voice communication. Smarter conversations. Better customer experiences.



Seamless Integrations



& more



Faster Response



Happier Customers



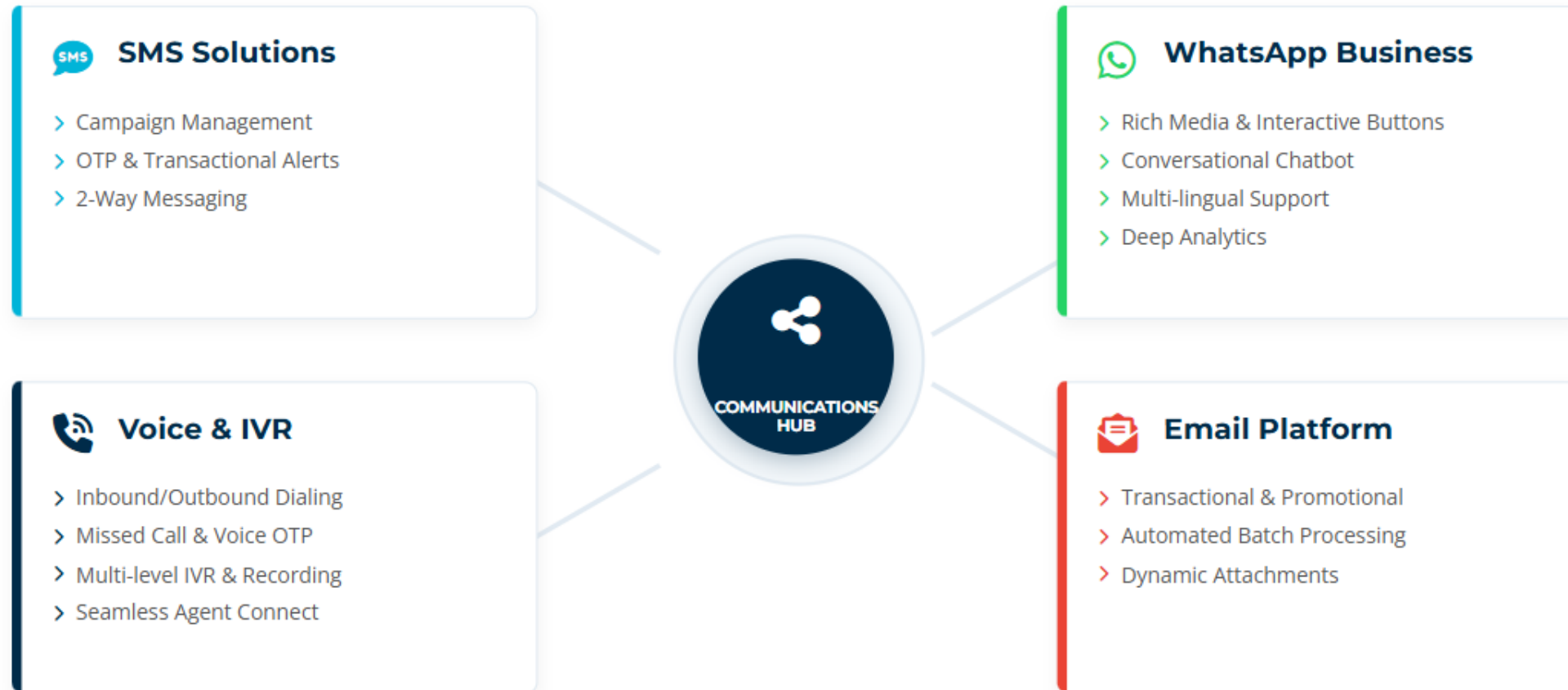
Higher Productivity



Stronger Compliance

OMNICHANNEL COMMUNICATION PLATFORM

Unified interactions across every customer touchpoint driven by a central hub.

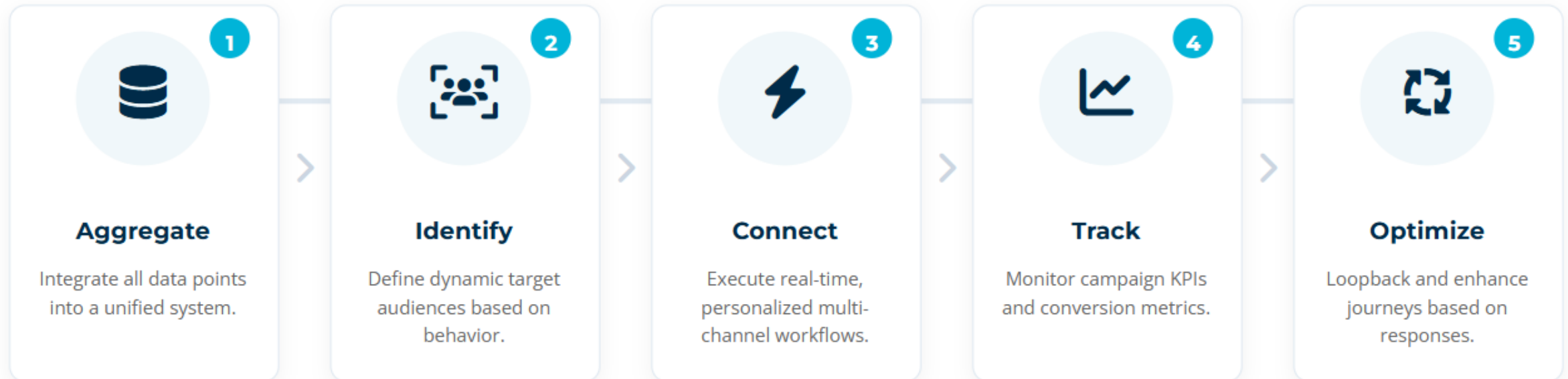


MARKETING AUTOMATION

Orchestrate personalized customer journeys at scale with intelligent workflow automation.

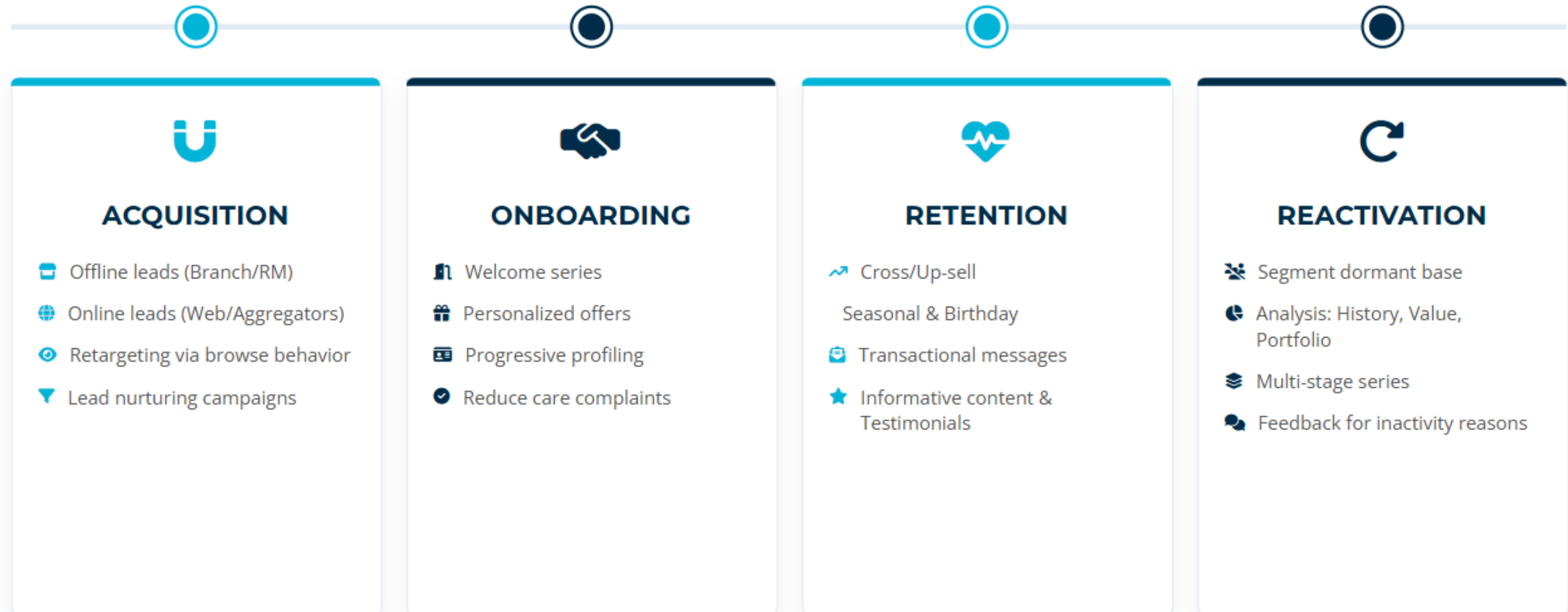
CORE CAPABILITIES

- ✓ Aggregate Data
- ✓ Enhanced Profiles
- ✓ Dynamic Segments
- ✓ Real-time Events
- ✓ Multi-channel Engagements
- ✓ Rules & Policies
- ✓ Campaign Analytics



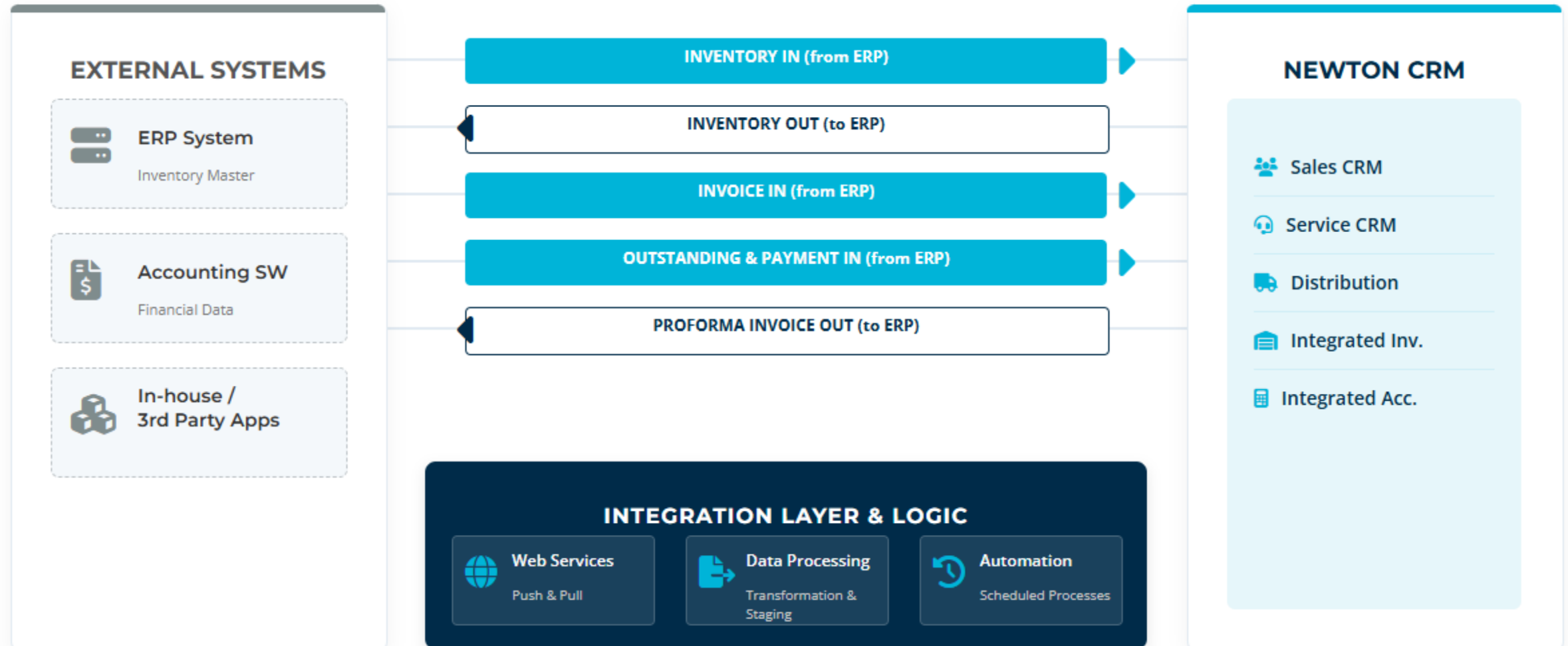
CUSTOMER ENGAGEMENT JOURNEY

End-to-end lifecycle management across key touchpoints for maximum value.



INTEGRATION ECOSYSTEM

Seamless data exchange between Newton CRM and your enterprise infrastructure.



Thank You!

We look forward to working with you

Contact Us

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