



TECH FALCON
Member of Lootah Holding

**Customer Success
Guide Series**

Business Software

4 Types of Software Systems
every business should have



Swipe Left



Customer Relationship Management (CRM) Software

Every enterprise must have customer relationship management (CRM) software to understand customer choices and preferences and translate the information derived from their interactions into actionable insights.

The primary goal of setting up a CRM system is to assess the interactions that a company has with its customers at all levels and spot the opportunities of strengthening its relationship with the former over time. Up until a few years back, the capabilities of the CRM system were only useful for the sales and marketing team. However, the evolution of the software has made it clear that it is an indispensable tool for all departments in an organization alike. Cloud-based CRMs such as Microsoft Dynamics 365 and Business Central collect customer information on an integrated platform and generate valuable insights to spot hidden trends and patterns in their ever-changing behaviour. A single source of truth that allows easy access to data in real-time for conceiving smart decisions and personalized services should be prioritized in an organization that aims at closing profitable deals, retaining customers and gaining a competitive advantage.



Project Management Software

Replace traditional paper-based systems with the latest project management software for to track the progress of multiple ventures at the same time and improve their outcome.

Project management solutions could be a blessing when your company is juggling with multiple projects at the same time. Apart from streamlining their workflows, automating the processes of data collection and analysis, scheduling maintenance to prevent downtime, and spotting opportunities to improve the outcomes, project management tools can save you from stepping into the maze of overlapping tasks. Software systems that are capable of streaming data in real-time allow users to keep track of the tasks that are being worked on currently and those that need immediate attention.

Integrated Business Dashboards

Interactive dashboards that offer a 360-degree view of all your business operations and can be managed by a single program could turn out to be the biggest boon for companies.

Gone are those days when organizations had to invest in and maintain multiple standalone business tools and applications for managing the different segments of their business. By building an integrated business dashboard, companies can dissolve their long-standing departmental silos and minutely assess every crucial process to cut down extra costs and boost productivity. Comprehensive dashboards that present data reports in real-time can provide useful insights into ongoing campaigns as well as the market competition. Besides, the feature that enables users to look up business data from whenever and wherever they want and make better decisions quickly.



Find and share meaningful insights with hundreds of data visualizations, built-in AI capabilities, tight Excel integration, and prebuilt and custom data connectors.



Apply sensitivity labels to Power BI data using Microsoft Information Protection in the familiar Microsoft 365 experience.



Extend data loss prevention and governance to Power BI users—including report sharing—with Microsoft Cloud App Security.



Software For Automating Workflows

Designate the task of automatically breaking down complex workflows and streamlining them into simplified tasks to gain better control over them to efficient software.

Software systems like Microsoft Power Automate are meant to streamline paperless and repetitive processes so that your employees are empowered to focus on the things that call for their attention. You can either customize or choose from thousands of pre-built templates to build automated workflows that can save time and manage everything from small, individual operations to heavy-duty systems. Put these intelligent workflows to work and through low-code or no-code guided experience and let robotic process automation tackle the mundane and extensive tasks that have high chances of concealing errors and redundancies when conducted manually.

DIGITAL TRANSFORMATION PARTNER

Applications | Automation | Analytics

Tech Falcon LLC is a digital transformation partner for enterprises as they embark on their digital transformation journey. We are headquartered in Dubai. We help clients in manufacturing, projects, distribution, public sector, real estate, and public sector to achieve business and operational goals with business applications, automation, and analytics services.

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