vTiger Customer Relationship Management

by: Thomas Mathiesen

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PS: If your mobile rings (loud), you'll have to tell everyone who it was, and what it was about... deal?

Tired of kinda, sorta Open Source? Get the honest Open Source : vtiger CRM

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The next 45 minutes

- This is a presentation is a product presentation.
- Shout if you have questions during the presentation.
- Content:
 - What is CRM
 - Who needs a CRM
 - FLOSS vs. proprietary
 - vTiger CRM the true open source option



What is CRM

- Contact database.
- Sales numbers (\$\$).
- Email communication.
- Documents.
- Customer support / helpdesk.
- Automation!

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Who needs a CRM

- Companies.
- Organizations.
- Everyone who needs collaboration.





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Open source vs. proprietary

- Price (+++)
- Source code (++)
- Community (++)
- Functionality (+/-)



SUGARCRM.





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The story of vTiger

- 1. SugarCRM released under the SPL.
- 2. Sugar is forked in 2004 by Sridhar Vembu, CEO of AdventNet.
- 3. Sugar people upset -> removes SPL from their website.
- 4. vTiger team openly admits that it's a fork. Open letter to Eric Raymond with the original SPL.
- 5. vTiger states that they will protect the CRM to stay free as in beer (no dual versioning).
- 6. With version 5, vTiger has lost almost all SugarCRM code.

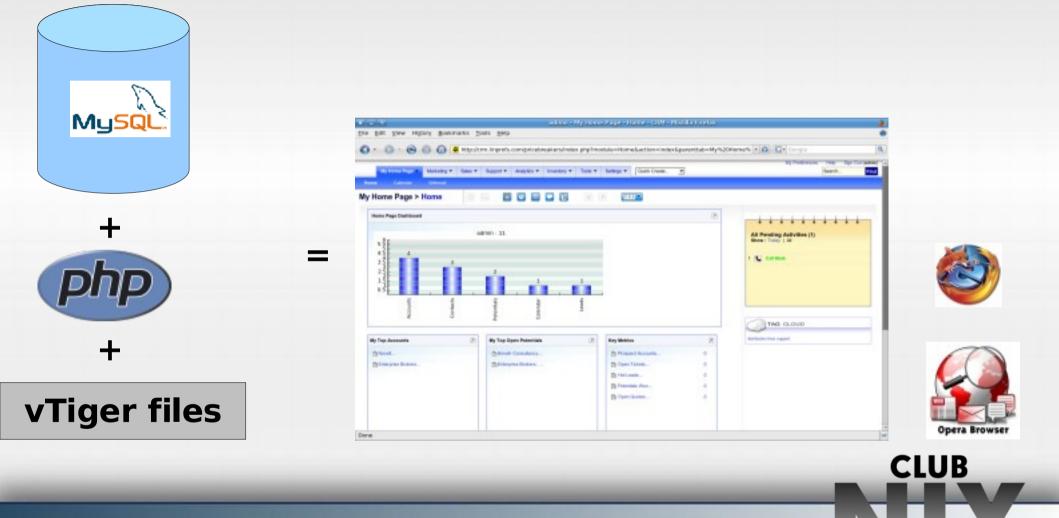
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Who's using vTiger?

- German Postbank
- NYSE Euronext
- Nokia
- TheHagueOnline.com
- I am...
- Some of you are or will be trying it ;)



How does it work?



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So, what do I need?

- Webserver, running Linux (or the other os if you are suicidal).
- MySQL database server.
- PHP 5 (for vTiger 5.x)
- Enough memory and CPU (depending on the number of records you plan to have).
- Download the package at vTiger.com (hosted by sourceforge).



ok. How to install?

Point your webbrowser to

http://yourserver/vtigerinstallation/

Follow the instructions :)

 It will check file permissions, php settings and import the mysql database.



The important files

Some manual intervention:

- config.inc.php
- cron/*
- themes/*
- Iogs/
- include/language/*

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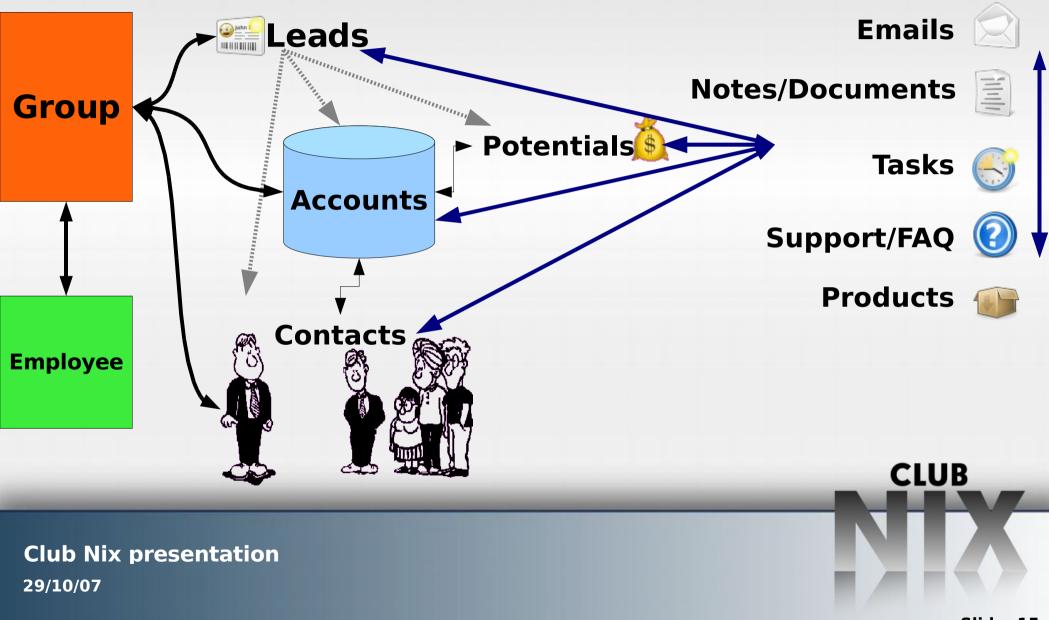
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The (main) modules and their relationship



Some screenshots

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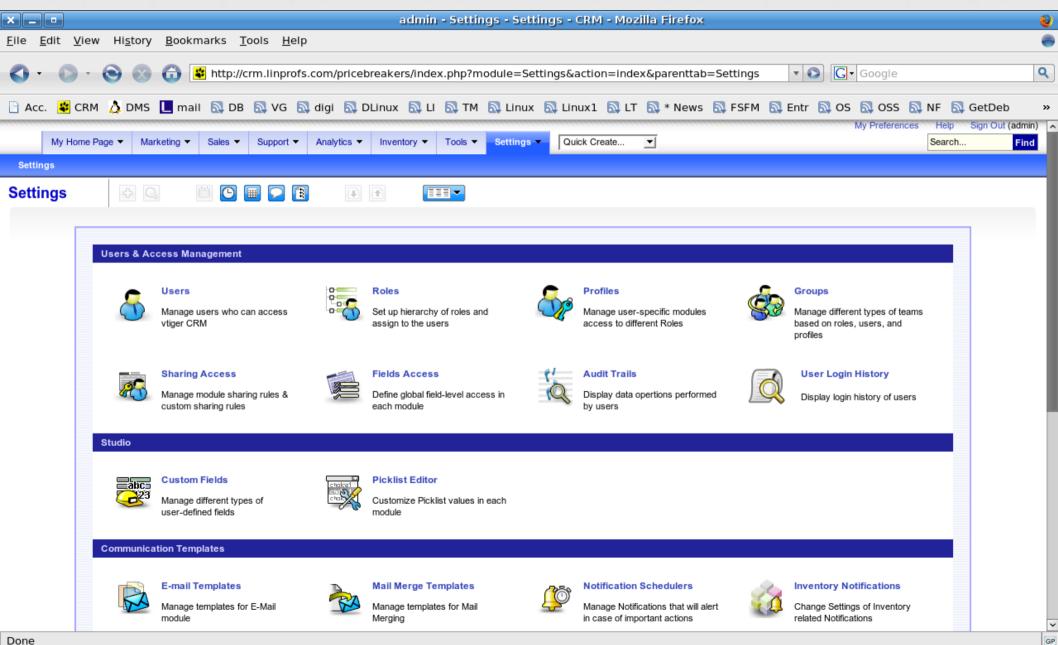
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Settings



Other modules

- Sales orders
- Invoices
- Products
- Marketing campaigns
- Quotes
- Notes
- FAQ
- Webmail (imap)
- and more..

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#### Why all these relationships?

• Find the information in 10 ways (easy).

# REPORTING

on-screen, pdf, excel, csv...

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## How to do reporting

Views

Reports

Your own sql statements/imagination

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## **Views (filters)**

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29/10/07

# Views (filters)

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## Reports

#### Analytics > Reports 9 Account and Contact Reports Report Name Description Tools # Contacts by Accounts Contacts related to Accounts 1 Contacts without 2 Contacts not related to Accounts Accounts Contacts by Potentials Contacts related to Potentials 3 Lead Reports # Report Name Description Tools Lead by Source 1 Lead by Source Lead Status Report Lead Status Report 2 **Potential Reports** Report Name Description Tools # 1 Potential Pipeline Potential Pipeline 2 **Closed Potentials** Potential that have Won Activity Reports Report Name Description Tools # Last Month Activities Last Month Activities 1 2 This Month Activities This Month Activities **Trouble Tickets Reports** Tools Report Name Description #

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#### Reports

reate Report			Custom Rep
1. Report Details	Filters		
2. Related Module	Select Filters to Streamline Report Data		
3. Report Type	Standard Filters		
4. Select Columns	Column:	Start Date:	End Date:
5. Specify Grouping	Contacts - Support 5  Custom	(dd-mm-yyyy)	(dd-mm-yyyy)
6. Calculations			
7. Filters	Advanced Filters		
	<ul> <li>You can use "or" filters by entering multipl</li> <li>You can enter up to 10 items, separated to or NY or TX or FL.</li> </ul>		NY, TX, FL searches for
	Account Name   Inot equal to		and
	None None	<b>_</b>	and
	None Vone		

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#### Automate requests

- Customer portal.
- Web-forms.
- Your imagination (and php skills).



#### **Customer Portal**

#### [7] van der Ende Mark - Contact Information

Updated today (02 Oct 2007)

First Name	Mr. Mark	Office Phone	0105318998
Last Name	van der Ende	Mobile	0641022697
Account Name	Novell	Home Phone	
Lead Source	Partner	Other Phone	
Title		Fax	
Department		Birthdate	1000
Email	markvanderende@novell.com	Reports To	
Assistant		Yahoo Id	
Assistant Phone		Do Not Call	no
Email Opt Out	no	Assigned To User	admin
Reference	no	Notify Owner	по
Created Time	02-10-2007 21:11:56	Modified Time	02-10-2007 23:57:57
stomer Portal Inform	nation		
Portal User	yes	Support Start Date	02-10-2007

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#### **Customer Portal**

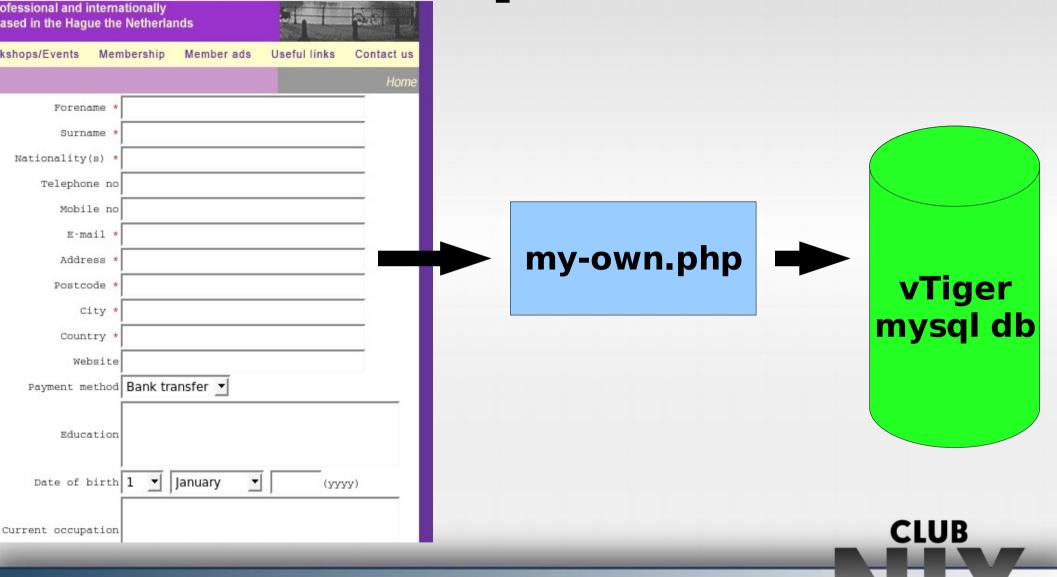
in <b>Pr</b>	212				
ME ABOUT	PRODUCTS	S OPE	EN SOURCE	CONTACT	SUPPORT C
				1	My Settings
My Tickets	FAQ				
My Tickets Show All	FAQ Tickets			New Ticke	t Searc
	_ Tickets			New Ticke	t Searc
Show All	_ Tickets	Status	Category	New Ticke Modified Time	
Show All <u>My Open Tickets</u> Ticketid Title	_ Tickets	Status	Category		
Show All <u>My Open Tickets</u>	_ Tickets	Status	Category		Created Tim

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#### Webforms

Memori Vi	pang	A- RESET A+	
Home Page • Application • Spanish - Espanol • English Main Menu Home Page	This demo form has user feedback and valide To test you need only to complete first, last, phone and Your actual data is sent via email to yourself and me, but your last name, phone and em • To find your entry in viager, look for the first name. • Thank you for stopping by.	l email.	
Blog Search Listings Properties Commerical Lots About us Contact us Agents Caluistors Application Privacy policy	Online application short-form         First Name         Last Name*         Your E-Mail*         Phone*         City*         State*         AL         Property Type*         Loan Purpose*         Purchase	My Home Page  Marke Campaigns Accounts	eting  Sales  Support  Analytics Contacts Webmail Leads
	Current balance *\$ Loan amount *\$ Credit Rating * Best time to call * Morning •	☐ Last Name ▼ ☐ Engoe	Image Owner Change Status   First Name Company   Heidi Teachers inc.   Image Owner Change Status

### Your own sql statements



#### Addons

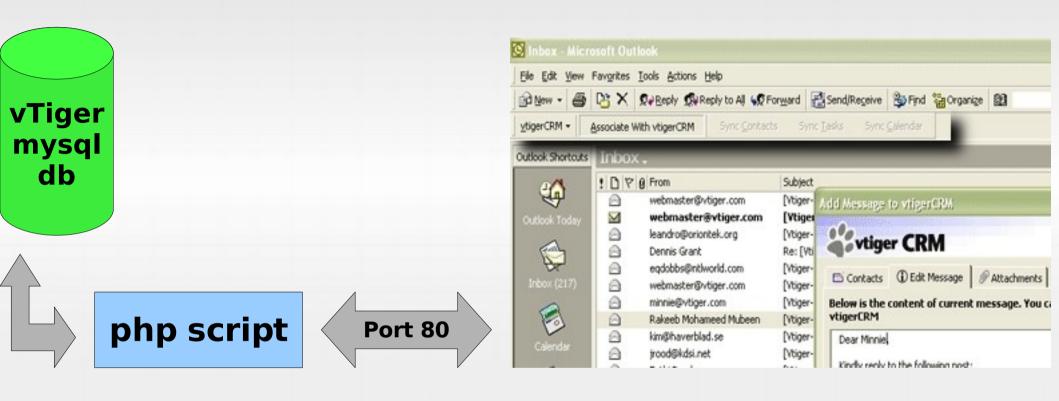
- Outlook plugin
- Microsoft Office plugin
- Thunderbird extension
- Firefox toolbar
- Joomla integration (beta)
- Timecard module
- Project Management module (untested by author of slides)
- Asterisk integration (pre-alpha)

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# **Outlook plugin**

- Requires: Outlook 2000/2003
- Functionality:
  - Add emails to contacts.
  - Sync. contacts
  - Sync. tasks
  - Sync. calendar
- Does resolve conflicts (vtiger vs. outlook contacts etc.)
- Not optimized for WAN more than 1500 contacts and normal ADSL might be a bit slow.
   CLUB

# **Outlook plugin**



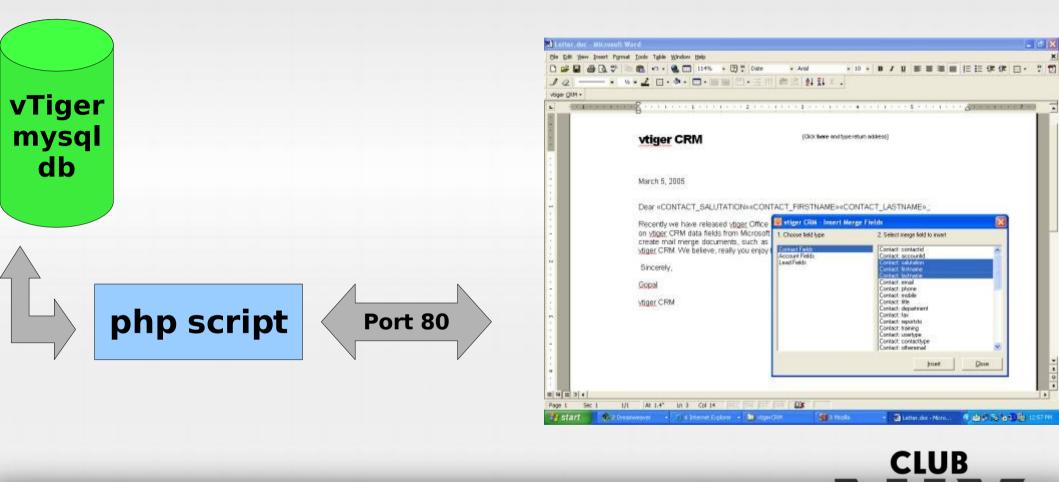


# Microsoft Office plugin

- Requires: the other os, Word 2000/2003 and IE 5.5+
- Functionality:
  - Mailmerge (fields from vTiger).
  - Saving word mailmerge templates on server.



## **Microsoft Office plugin**

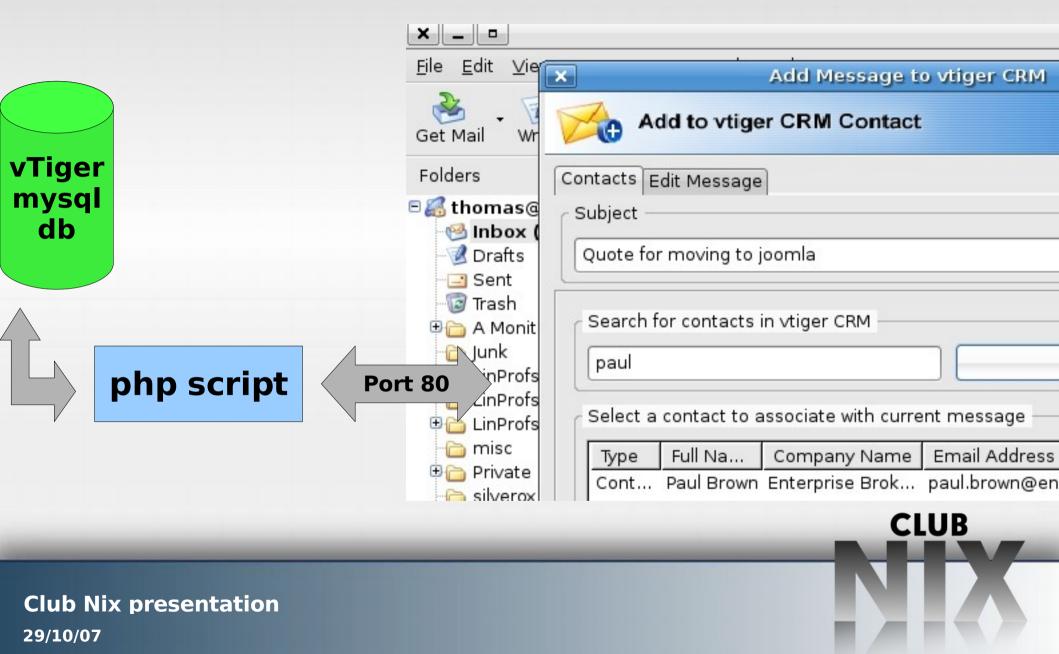


## **Thunderbird Extension**

- Requires: Thunderbird 1.0+ and Linux or the other os.
- Functionality:
  - Add emails to contacts.
  - Sync contacts.
- Not optimized for WAN more than 1500 contacts and normal ADSL might be a bit slow.



## **Thunderbird Extension**



## **Firefox Toolbar**

- Requires: Firefox 1.0+ and Linux or the other os.
- Functionality (quick way to create):
  - Leads.
  - Accounts.
  - Contacts.
  - Support tickets.
  - Notes
  - etc...



#### **Firefox Toolbar**

x _ 0		Main Page - Clubnix.net - Mozilla Firefox		
<u>F</u> ile <u>E</u> dit <u>V</u> iew H	istory <u>B</u> ookmarks <u>T</u>	ools <u>H</u> elp		
0.0.0	🛞 🙃 🗋 http://w	www.clubnix.net/index.php/Main_Page	🔹 🕥 💽 Google	
🖲 vtigerCRM • 🛛 縃	Create Lead 🖾 Create	Contact 📇 Create Account 🚸 Create Ticket	🦓 Create Vendor 🚯 Create Product 🐁 Create Note 😚 Create Site 🥥 Create RSS	
CLUB	article	x vtigerCRM Create Ticket	Log in / create	
NIX	Main Page	tigerCRM Create Ticket     Ticket Information     Title:	and provide more information.	
navigation     = Signup Ø for ou       = Main Page     = Access Ø our fo       = Community portal     • Next Meeting	Priority: Severity: Category:			
Recent changes     Random page     Help     Donations search	Our next Meeting Z-push activesync Details on future n Future Meet	Description Information Description:	prdenhoutseweg 23, 2596 BA Den Haag 🖗.	
Go Search toolbox What links here Related changes Upload file Special pages	Go     Search       box <ul> <li>Meetings will be</li> <li>Meetings will be</li> <li>Meetings will be</li> <li>Techie Show</li> </ul>	Indicates mandatory fields     Add as Ticket     Ca	incel	

# Joomla integration (beta)

- Requires: Joomla 1.0.13
- Functionality (within your joomla website):
  - Lead creation form.
  - Helpdesk.
  - Product catalog.
  - Shopping cart (create sales orders in vTiger).



#### **Timecard module**

- Functionality:
  - Add timecards to support tickets.
  - Add material/products used to timecards.
  - Convert timecards to invoices.



## Where to get help?

- vtiger.com:
  - forums
  - wiki
  - mailing lists
  - documentation
  - blogs
  - bounty system
  - community meetings
- flash tutorials at woznet.com
- commercial companies.



## How can you help?

- Translate.
- Answer forum posts.
- Write documentation.
- Bug-test beta versions.
- Write patches.
- Start your own project in the forge.
- Spread the word!



#### Release..

- When tickets in Trac have been resolved.. (Schedules are to be broken).
- Planned schedule:
  - 5.0.4 by mid-October.
  - 5.1.0 by end of December 2007.
  - 6.0 in 2008

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# Roadmap 5.1.0

- iCal export.
- Microsoft Entourage plugin.
- Scheduled (email) report mechanism.
- Support ticket creation in webmail.
- One-click backup.
- LDAP support for contacts and accounts.
- Google maps support.
- Calendar print function.
- .....etc.

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