



## 360° Control on your Field Force

### Key Features:

- User Friendly Interface.
- Mr can use android application
- Considerable saving of time and effort in data processing.
- Savings in postage costs for sending DCRs to Head Office.
- Effective and timely management of doctor relations.
- Targeted marketing through systematic identification of doctors with products.
- Analyses of MR effort with respect to orders and deviations.
- Comprehensive information about doctors and products available on the web for increased MR productivity.

Over **600,000** Users | **500+** Support Centers | **2000+** ERP Users

Powered with

**Marg**  
The Business Backbone

**Marg ERP 9+**

# Who we are?

- Marg CompuSoft is leading provider of integrated business application software for micro, small and midsize business. Marg commenced its operation in June 1992, with a quest of providing excellence in the field of pharmaceutical informatics in particular and information technologies in general. In continuation to achieve success and thrive for better product.
- Innovative intelligent as the name suggests Marg has a dedicated team of hardware and software engineers, professional executives and consultants. We have in-house facilities for training and development and thus are ready to embark upon new avenues all the time.

## About Product

- Our MR Reporting software is online Pharmaceutical Sales Force Automation (SFA) software that works territory-wise, hierarchy-based and real-time system. It is established and reputed product for pharmaceutical industry due to features such as online reporting to management, SMS and E-mail alerts. In addition, companies get the software as it incorporates a Sales Lead Tracking System to list current customers, prospective customers and concerning products and services.

## Our Vision and Mission

- To be the best IT solution provider in the industry to aggressively grow by accessing global markets. To ensure Total customer satisfaction through excellence in product quality, response time and price competitiveness by meeting their demands.

## Modules of SFA XPERT



### Daily-Call-Report

- The software empowers pharmaceutical companies to manage their work in a better way.
- With the help of the software they can also frame marketing strategies effectively.
- Consistent customer care support.
- Simple to understand and easy to use.
- Reduces the administrative cost significantly.
- 24X7 Client Support



### Chemist Orders

- The Chemist management software is developed with user-friendly features.
- It is designed keeping in mind the requirement of the pharmaceutical companies and helps them in making better and quicker decisions.
- This software allows a pharmaceutical company to check the pile of stocks of medicines that are not delivered due to certain reasons.
- It empowers the pharmaceutical company to manage the orders in a better way.
- It saves time and also administrative cost.
- It makes easier to track POBs.
- It also carries the features of period visit analysis.



### Stock & Sales

- Make the Calculations for Primary and Secondary Sales Automatic
- User-Friendly and fast interface
- Combine Stock and Sale Reports for Managers and Administrators.



### Doctor-Management

- Empowers the pharmaceutical companies to manage appointments with doctors
- Allows the pharmaceutical companies to track appointments with doctors
- Store details of products and samples issued
- Keep a track on the activities of the doctors
- Record the number of visits
- Allows the user to categorise doctors according to their speciality
- Birthday or Anniversary reminder feature



### Expense Control

- User friendly features
- Record all the miscellaneous expenses
- Generate monthly expenses
- Reduces administrative cost
- Record the number of visits
- Classify and manage the travelling expenses
- Lessen paperwork



### Samples/Gifts control

- Reduce the administrative cost.
- Reduce paperwork.
- Save valuable time.
- User friendly features.
- Easily track the undistributed samples and gifts.
- Enables you to distribute the samples and gifts at prompt.

# Testimonials

We are very happy about our M.R. reporting software. It is very easy to understanding ,and training which you people are giving to us. Is very nice. And we thanks regarding your Patience of explain g, and immediate responding is very nice at your end. We appreciate your caring regarding customer  
"Thanking You"

- T. Hari Sing M.D.  
NEWGEN PHARMA

I incorporated reporting software from Marg in my company few months back. The software is good to take care of various aspects of Implementation, Follow-up, Monitoring, Sales-analysis etc. The alerts to field staff on various aspects are really good. I am sure we would discover many more advantages as we use it more and more. Thank you Marg. [www.sfa.margsfa.net](http://www.sfa.margsfa.net)

- Rajesh Richhariya  
Pithy Health Care LLP

"We are satisfied with your software for reporting purpose and we are expecting this would continue in future also".

- N.C.Mohanty  
C'estlavie Pharmaceuticals

We are happy with your online reporting software. It is very user friendly.All the features which are necessary to analyze a daily report are included in the software. Our overall experience with regards to after sale & technical support service is also very good.

- Sameer Bhalerao  
White & Trust Pharmaceutical (I) Pvt. Ltd.

## Sales Force Automation Features:

- **Customized Software** : You can customize software as per your business.
- **Stock & sales analysis** : You can analysis your sales Party wise,month wise & year wise.
- **User Target** : You can set your sales staff target product wise & amount wise.
- **Connectivity to marg** : You can connect your online software with our marg and Payroll software.
- **Internal messaging & emailing** : you can Conway your important mail & messages through the software of your field staff .
- **Dashboard Notification** : Admin and Manager can check birthday , anniversary and pending Activity & approvals of his party.
- **Copy Products** : Admin can copy company product one state to other state through the software.
- **Product Set** : You can set product specialization wise & Grade wise of sales person.
- **Frequency Visit** : You can set frequency visit of party , according to your business.
- **Attendance & Expanse** : Complete attendance & expanse Automatically generating according to sales man working.
- **GPS Tracking** : You can track your field staff current location and past 45 days back history through to marg GPS Tracking application.
- **Android Application** : sales man submit his daily call report through to SFA Android application.

# SFA XPERT

Sales Force Automation



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