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NovaConnect

A web and mobile based solution to lead retrieval using CRM integration!



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Special Thanks to instructors: Geoffrey Douglas, Chandra Krintz, and Tim Sherwood



What is a lead?

A sales lead is the identification of a person or entity that has the interest and authority to purchase a product or service.

What is CRM?

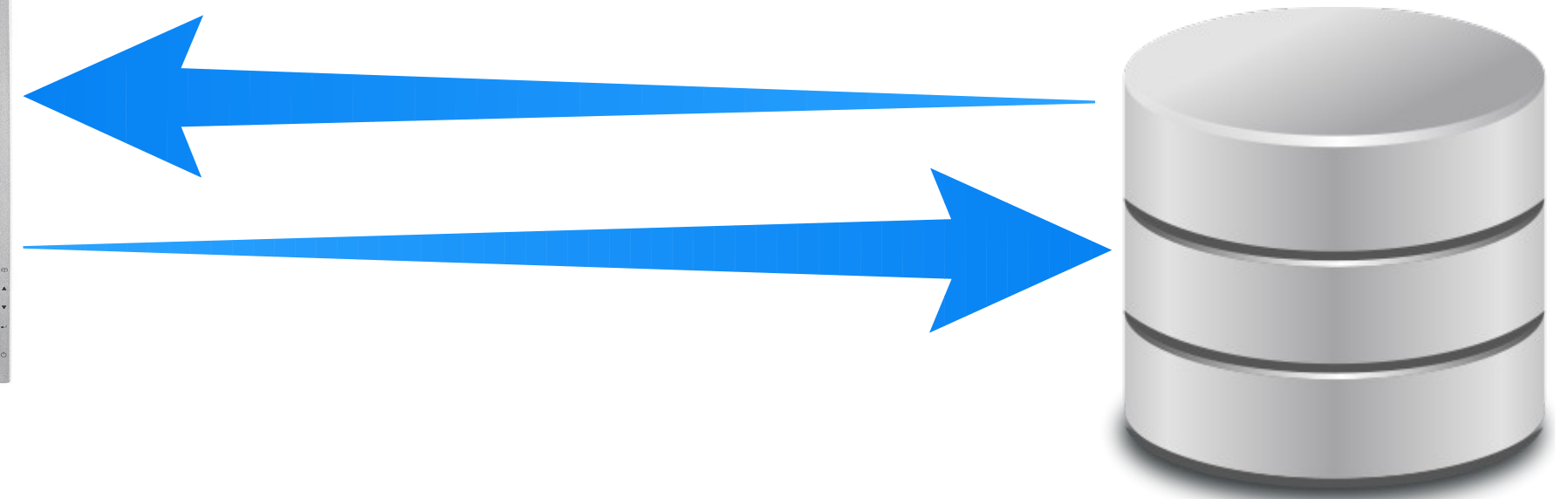
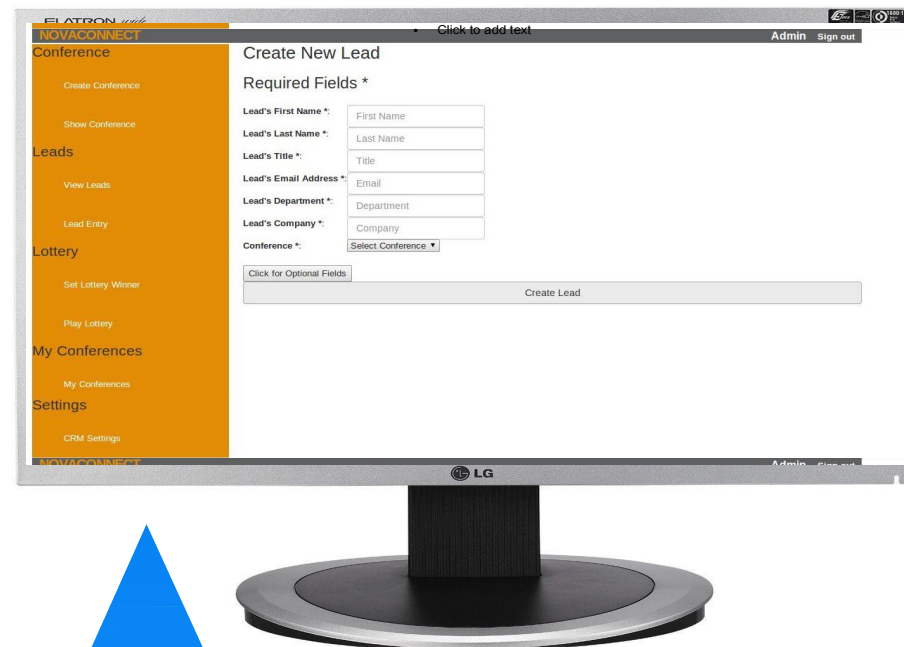
CRM stands for customer relationship management. It is a system for managing a company's interaction with current and future customers.

Problems with current technology

- Inefficient (Entry Cards) ❌
- Expensive (Retrieval Devices) ❌
- Wasteful (Fliers) ❌
- Time Consuming ❌



- ✓ Efficient
- ✓ Cost Effective
- ✓ Fast



Web App Technology!

- Ruby on Rails
- Bootstrap
- 960 grid system



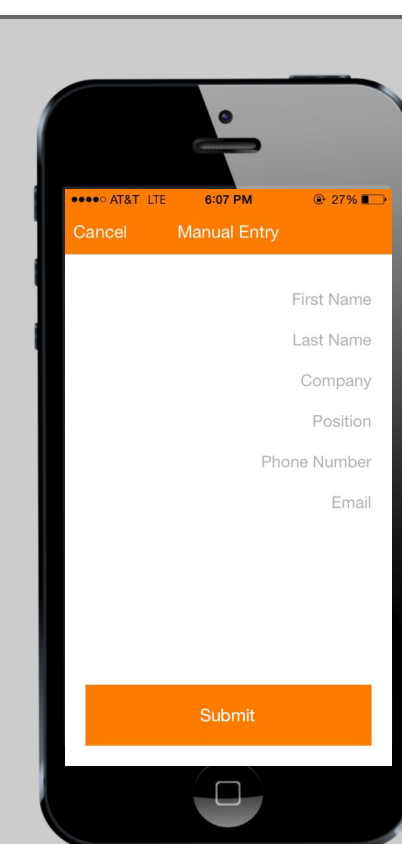
Connected to CRM using "Ruby Gems" and API technology. Inputs data from application straight into CRM database without the need for a CRM import team.

CRM Technology Integration!

- Ruby on Rails CRM Gem
- Ruby's Mysql2 Gem



Hassle-free communication with application. Sends and receives data on request via REST technology



Mobile Technology!

- Amazon S3, Cocoa Framework
- iOS native development in Objective C

Captures business card images, and deciphers the info. Sends data to web-end/database through JSON API.

