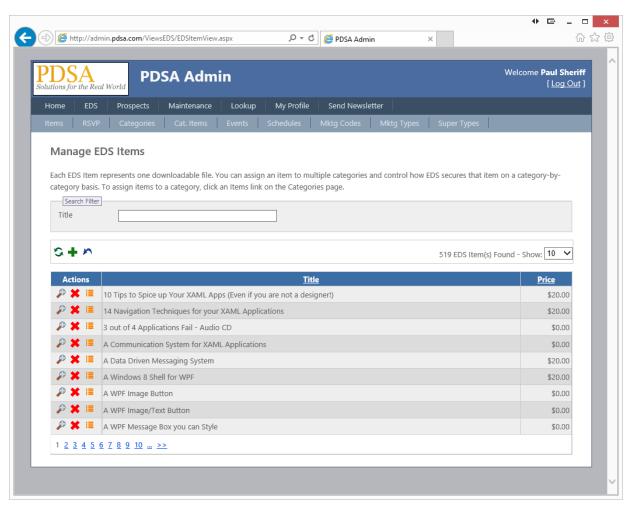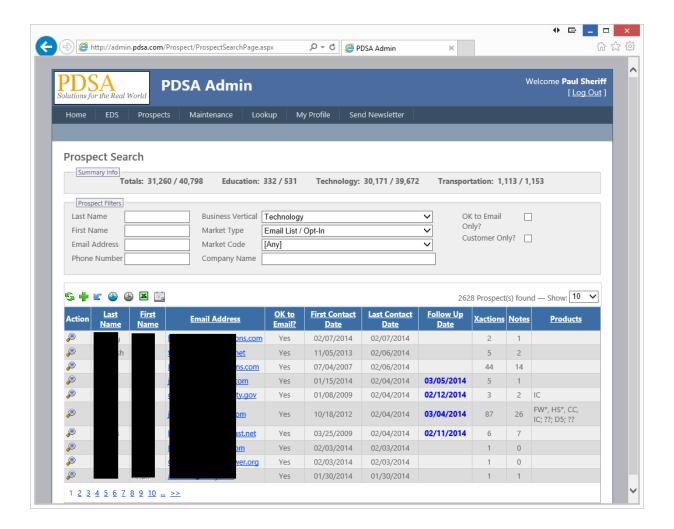# PDSA

Solutions for the Real World

**PDSA, Inc.
Admin/CRM System**

PDSA provides many downloads to our customers and to the general public. To keep all of these organized we created a unique system to allow us to upload free and paid products that then instantly appear on our website. We have an RSVP system in place and all downloads are tracked. The other part of our Admin system is a prospect mining and follow up system that allows us to keep in constant contact with our customers. We can also upsell them on new products based on what they have downloaded in the past.

Business Value

We are able to closely monitor our customers and determine what products they prefer over others. The ability to see how many times a customer has purchased from us, or just downloaded items from our website is invaluable in assisting us making business decisions. Because of this system we are able to move into areas that our customers are telling us to go.

Special Features

We used our Haystack Code Generator and the PDSA .NET Productivity Framework to create this site. Reminders are created for our sales people so they know who they are to follow up with on a daily basis.

Technology Used

Microsoft Visual Studio

ASP.NET

C#

PDSA .NET Productivity Framework

Haystack Code Generator

Contact Information

For more information on this proposal, please contact either Paul D. Sheriff or Michael Krasowski at PDSA.

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