

# PDSA.com

*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.

The screenshot shows the PDSA Admin interface. At the top, there is a navigation menu with links for Home, EDS, Prospects, Maintenance, Lookup, My Profile, and Send Newsletter. Below this is a secondary menu with links for Items, RSVP, Categories, Cat. Items, Events, Schedules, Mktg Codes, Mktg Types, and Super Types. The main content area is titled 'Manage EDS Items' and includes a search filter for 'Title' and a status bar indicating '519 EDS Item(s) Found - Show: 10'. A table lists the following items:

Actions	Title	Price
	10 Tips to Spice up Your XAML Apps (Even if you are not a designer!)	\$20.00
	14 Navigation Techniques for your XAML Applications	\$20.00
	3 out of 4 Applications Fail - Audio CD	\$0.00
	A Communication System for XAML Applications	\$0.00
	A Data Driven Messaging System	\$20.00
	A Windows 8 Shell for WPF	\$20.00
	A WPF Image Button	\$0.00
	A WPF Image/Text Button	\$0.00
	A WPF Message Box you can Style	\$0.00

At the bottom of the table, there is a pagination control showing '1 2 3 4 5 6 7 8 9 10 ... >>'.

**PDSA Admin** Welcome Paul Sheriff [Log Out]

Home EDS Prospects Maintenance Lookup My Profile Send Newsletter

**Prospect Search**

Summary Info  
 Totals: 31,260 / 40,798    Education: 332 / 531    Technology: 30,171 / 39,672    Transportation: 1,113 / 1,153

Prospect Filters  
 Last Name: [ ]    Business Vertical: Technology  
 First Name: [ ]    Market Type: Email List / Opt-In  
 Email Address: [ ]    Market Code: [Any]  
 Phone Number: [ ]    Company Name: [ ]

OK to Email Only?   
 Customer Only?

2628 Prospect(s) found — Show: 10

Action	Last Name	First Name	Email Address	OK to Email?	First Contact Date	Last Contact Date	Follow Up Date	Xactions	Notes	Products
[icon]	[redacted]	[redacted]	[redacted]@pns.com	Yes	02/07/2014	02/07/2014		2	1	
[icon]	[redacted]	[redacted]	[redacted]@net	Yes	11/05/2013	02/06/2014		5	2	
[icon]	[redacted]	[redacted]	[redacted]@ns.com	Yes	07/04/2007	02/06/2014		44	14	
[icon]	[redacted]	[redacted]	[redacted]@om	Yes	01/15/2014	02/04/2014	03/05/2014	5	1	
[icon]	[redacted]	[redacted]	[redacted]@ty.gov	Yes	01/08/2009	02/04/2014	02/12/2014	3	2	IC
[icon]	[redacted]	[redacted]	[redacted]@om	Yes	10/18/2012	02/04/2014	03/04/2014	87	26	FW*, HS*, CC, IC, ??; D5; ??
[icon]	[redacted]	[redacted]	[redacted]@st.net	Yes	03/25/2009	02/04/2014	02/11/2014	6	7	
[icon]	[redacted]	[redacted]	[redacted]@om	Yes	02/03/2014	02/03/2014		1	0	
[icon]	[redacted]	[redacted]	[redacted]@ver.org	Yes	02/03/2014	02/03/2014		1	0	
[icon]	[redacted]	[redacted]	[redacted]	Yes	01/30/2014	01/30/2014		1	1	

1 2 3 4 5 6 7 8 9 10 ... >>

### 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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