

Get to know Saphyte

What is Saphyte?

- Software (SaaS)
- Cloud-based platform
- Customer Relationship Management (CRM) system
- Digital ecosystem
- Adaptive, scalable, flexible system
- First homegrown CRM registered in Dubai

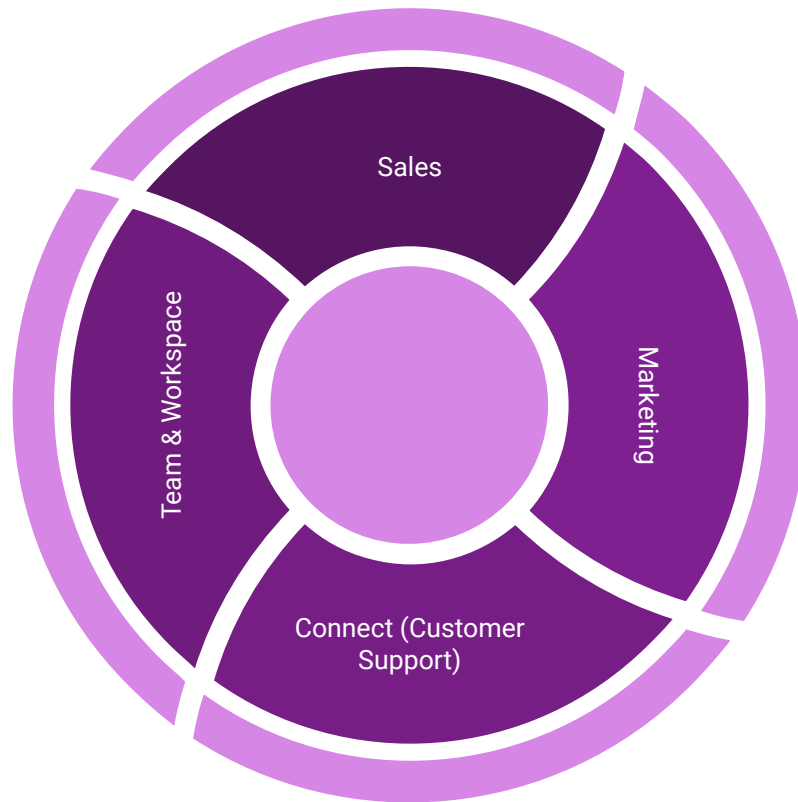
What is Saphyte?

Saphyte is a cloud-based CRM system that helps you manage your sales, marketing, team, and customer support.

Core Modules

Saphyte comprises of four main modules namely Team, Sales, Marketing, and Connect (Customer Support)

Saphyte aims to be an [ecosystem](#) that does not fully depend on external applications for it to fully function.



Challenges and Impact

Challenges	Impact without CRM	Impact with CRM
Missing leads	Lost opportunity for sales	Automate all online lead capture straight into your database and sales pipeline and assign leads straight to your sales team
No centralized data repository	Data leakage / Data loss / Data security risks	Centralized data management / Able to track who did what in the system
Manual processes	Decreased efficiency	Automation of processes using workflows
Investment on own CRM system	Hefty IT and overhead costs	Monthly subscription without risks
Scalability	Slowness in loading data / System crash	Advanced technology that allows scalability; instantly loads and pulls up your data
Complicated system	Resistance of use by end-users	User-friendly interface that makes end-users have fun using the system / 24/7 support, video training, and knowledge center

Challenges and Impact

Challenges	Impact without CRM	Impact with CRM
Data in physical form	Counter-efficient / No way to recover lost data	Save time, storage space, and effort involved in maintaining a paper-filing system / Data becomes more accessible
Unable to track customer footprints	Difficulty in resolving customers' concerns / Frustrated customers	Having all your customer data and history at hand, avoiding redundant questions that create frustration and negative feedback / Live chat allows you to provide instant feedback, no waiting, live data straight from your CRM
On-premise access to system	Not only that establishing and running an on-premise data center is expensive and high-maintenance but this also means that your employees can only complete their tasks within the office premises	Cloud-based system that is accessible via web browser over internet

Competitors



Target Customer Profile

Entity	Company Size	Decision Makers	Focus Industries	Situation	Focus Geography
B2B (Companies)	SMEs/Startups/ Enterprises (>1000 employees)	C-level Executives <ul style="list-style-type: none"> • CEO/Founder • COO • CTO • CMO D-level Executives <ul style="list-style-type: none"> • IT Manager/IT Head • Managing Director • BD Manager • General Manager • Head of Marketing • Marketing Manager 	Saphyte is industry agnostic but is mainly focused on the top industries: <ul style="list-style-type: none"> • Consultancy • B2B Tech • Automotive • Real Estate • Digital Agencies • Car Rental 	<ul style="list-style-type: none"> • Willing to adopt a CRM within 3 months • No CRM system • With an approved budget for CRM • Due for CRM license renewal • Expanding businesses • Change in management 	Saphyte caters to customers globally but is currently focusing on: <ul style="list-style-type: none"> • GCC • Europe • Africa

Infrastructure

SaaS (Software as a Service)

- SaaS is a software distribution model in which third-party providers host applications and make them available to customers over the Internet on a subscription basis.
- Also known as Web-based software, on-demand software and hosted software
- Accessible using a web browser



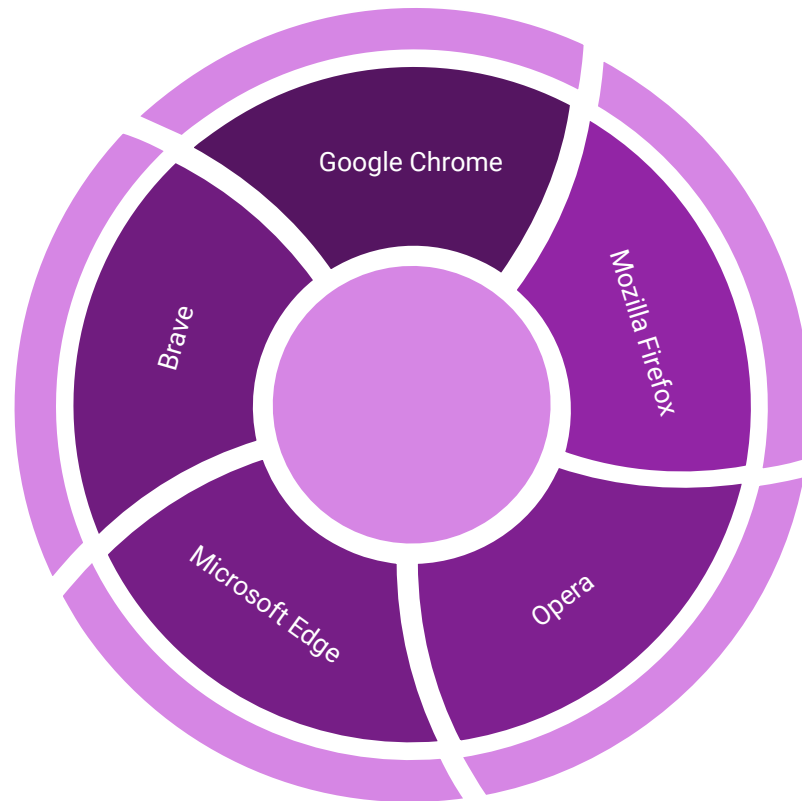
Cloud-based

- Cloud computing is the delivery of computing services—including servers, storage, databases, networking, software, analytics, and intelligence—over the Internet (“the cloud”) to offer faster innovation, flexible resources, and economies of scale. (Microsoft)
- AWS (Amazon Web Services)

Browser Compatibility

Saphyte webapp is compatible with the following web browsers:

- Google Chrome
- Mozilla Firefox
- Opera
- Edge
- Brave



Data Security

01	How safe is the customer's data with Saphyte?	Your data is safe and secured, all data transmission is done via TLS/HTTPS and all database connections are done via private networks.
02	Can the customer's data be lost?	No, the data will not be lost. Data can be deleted though, if you explicitly request data deletion as this is part of our efforts to comply with GDPR.
03	Where is the customer's data stored?	All our data centers are in secure locations across central Europe, mainly Frankfurt, Germany . This will be extended to more regions (Asia, America, etc.) over time to provide more availability and better performance.
04	Who owns the customer's data?	The customers own their data. They can request a dump of all their data and its deletion as well. Saphyte only stores statistical and usage information to keep improving the systems and services that it provides.

Data Backup

Data stored in Saphyte is backed up on hourly, daily, weekly, and monthly basis.

Frequency	Every	Retention Time
Hourly Snapshot	6 Hours	7 days
Daily Snapshot	1 Day	7 days
Weekly Snapshot	Saturday	4 weeks
Monthly Snapshot	Last day of the month	12 months

Saphyte - Point of Contact

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