iDbase Software

PipelinePulse

Turn Data Into Deals with PipelinePulse



Limited real-time analytics for decision-making

Poor sales forecasting and low pipeline visibility

Siloed customer data and underutilized CRM tools

Fragmented customer engagement workflows





Worried about the situation?

ACHIEVE YOUR OBJECTIVES WITH PIPELINEPULSE



PipelinePulse is iDbase's intelligent customer insights and engagement platform, designed to empower businesses with real-time analytics, behavioral tracking, and predictive modeling.

Built for South African businesses across key verticals, PipelinePulse provides a strategic edge in driving customer growth and retention



WHAT YOU GET WITH PIPELINEPULSE

- Real-time Customer Journey Insights
- Behavioral Segmentation for Targeted Marketing
- Predictive Recommendations for Upsell & Cross-sell
- Seamless CRM Integration
- Improve Customer Lifetime Value and Engagement
- Shorter sales cycles via automation and AI
- Scalable, compliance-ready CRM & analytics platform



WHY CHOOSE PIPELINEPULSE

- Local support and understanding of South African market needs
- Proven track record in analytics and customer intelligence
- Shorter sales cycles via automation and AI
- Scalable and secure, with data privacy built-in
- Offered as a Managed Service – so you focus on insights, not infrastructure



PipelinePulse Managed Service

iDbase Software

PipelinePulse MANAGED SERVICE

Overview:

PipelinePulse Managed Service provides businesses with ongoing CRM optimization, sales analytics insights, and lead-to-revenue visibility—without the need for in-house CRM and analytics teams.

Focus	Deliverables
Key Features:	• Dynamics 365 / Salesforce CRM setup and administration • Real-time sales dashboard monitoring with Power BI • AI-driven lead scoring and pipeline forecasting • Sales process automation and workflow enhancements • KPI alignment and custom analytics reporting
Business Benefits:	• Improved sales performance without technical overhead • Better customer segmentation and targeting • Ongoing insights and continuous pipeline optimization • Managed support, configuration, and updates
Delivery Model:	• Subscription-based (monthly/quarterly) • Includes onboarding, CRM configuration, reporting setup, and ongoing support



PipelinePulse Overview

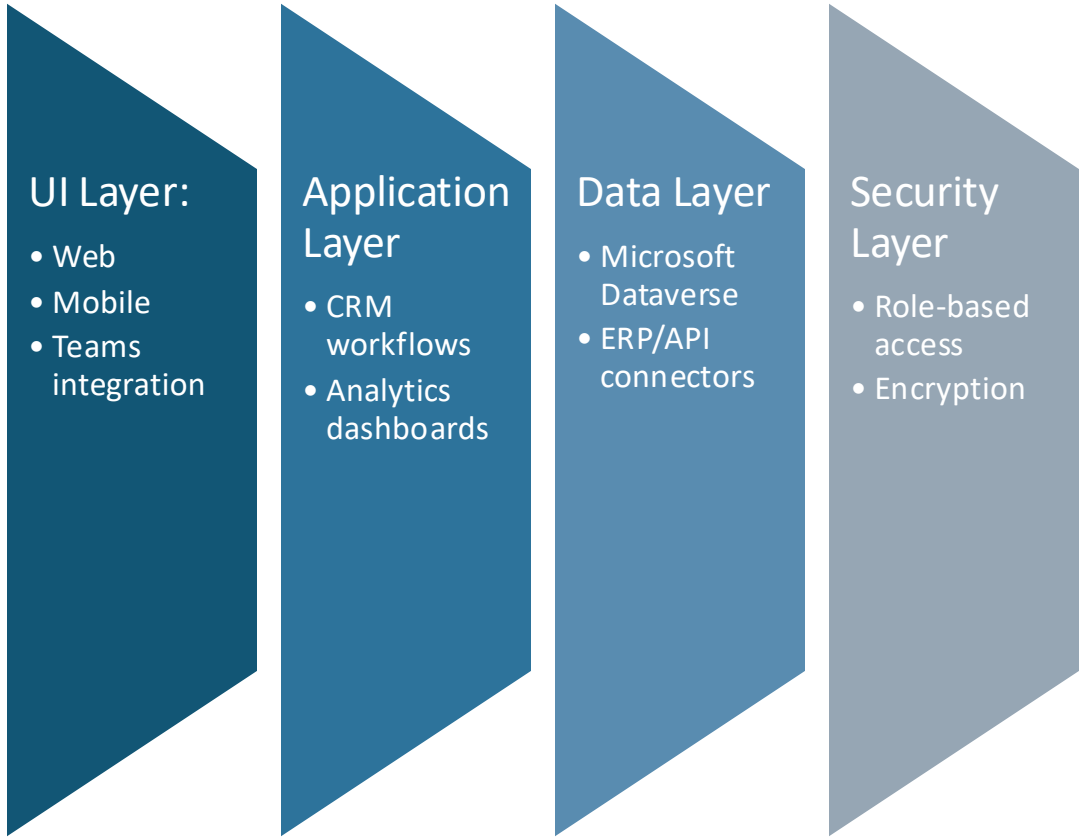
PipelinePulse OVERVIEW

PipelinePulse is a modern, analytics-powered CRM solution that help businesses unify customer data, automate sales processes, and drive strategic revenue growth. Built on **Microsoft Dynamics 365, Salesforce** and **Power BI**, PipelinePulse delivers actionable insights across the sales lifecycle, making it the intelligent choice for mid-to-large enterprises seeking a competitive edge.

Key Components:

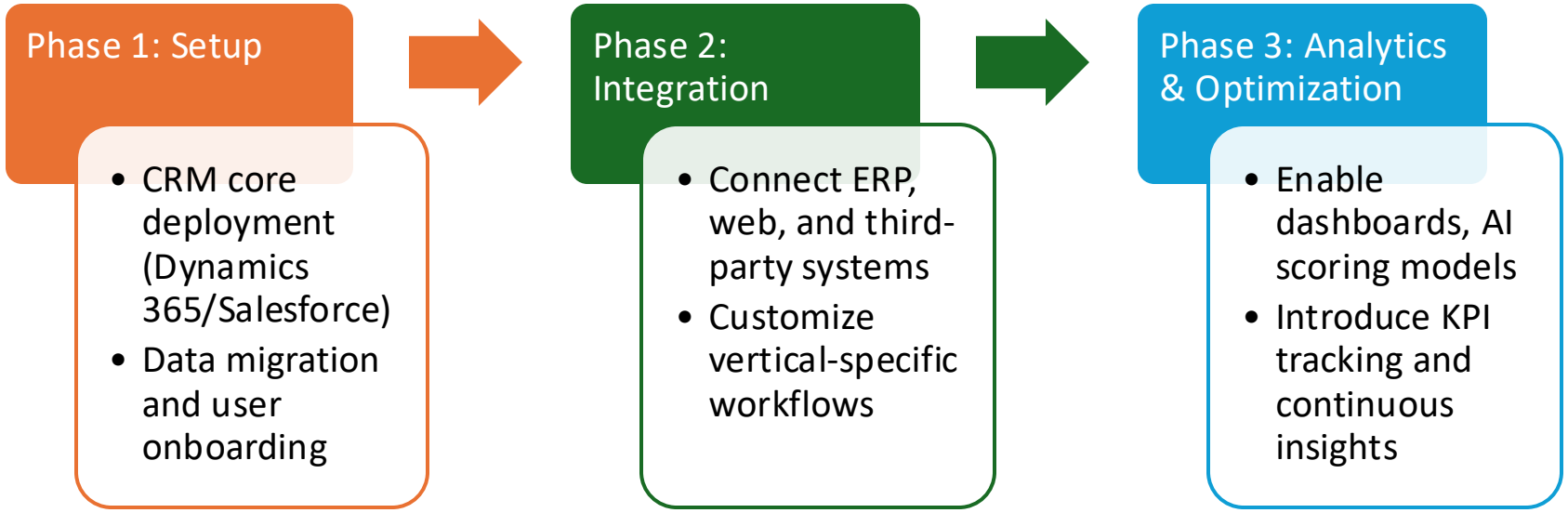
- CRM Core: Leads, contacts, accounts, sales automation
- Sales Analytics: Dashboards, forecasting, conversion tracking
- Vertical Templates: Pre-built for Banking, Telecom, Manufacturing, etc.
- AI & Automation: Lead scoring, alerts, churn prediction
- Microsoft Integration: Outlook, Teams, Excel, Azure
- Flexible Deployment: Cloud, hybrid, or on-premise
- Productivity Tools: Timelines, mobile access, collaboration

ARCHITECTURE & IMPLEMENTATION



Phased Implementation Setup → Integration → AI Insights

PHASED IMPLEMENTATION ROADMAP





GETTING STARTED

Speak to an iDbase product advisor to request a demo or learn more about how PipelinePulse can support your business

Trusted by

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