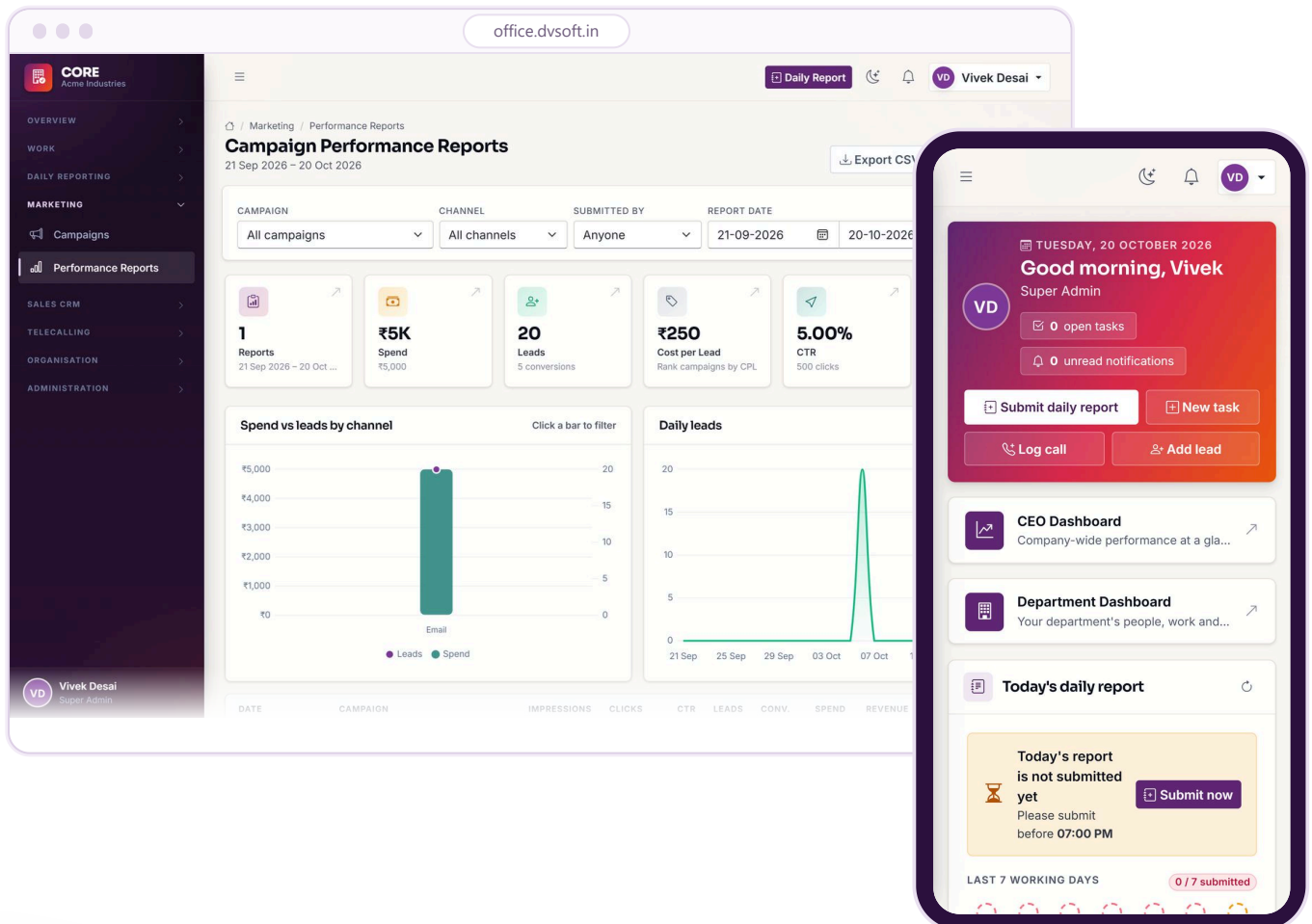


BUSINESS OPERATIONS

DV Soft CORE

Daily reports, projects, KPIs, sales and telecalling, reported up to the CEO

CORE, the Company Operations & Reporting Engine: daily work reports with review and approval, projects and tasks, KPIs, marketing campaigns, a sales CRM and a telecalling console in one system, rolled up into CEO and department dashboards. Each company gets its own workspace address and its own database.



2 steps

Review and approval for every daily report: Team Lead, then Manager

9

Built-in reports, each exportable to CSV

10

Ready-made roles, from Super Admin to executives

10

Automatic reminder types, checked every 30 minutes

OVERVIEW

Daily reports, projects, KPIs, sales and telecalling, reported up to the CEO

DV Soft CORE (CORE, the Company Operations & Reporting Engine) keeps a company's day-to-day work in one place. Employees submit a daily report of completed work, today's plan, blockers, hours worked and progress, with attachments if needed. A Team Lead reviews it or sends it back with a comment, a Manager approves it, and the result reaches the CEO dashboard. Projects, tasks and a kanban task board sit alongside, together with individual, department and company KPIs and weekly department reports.

The business side runs on the same system. Marketing plans campaigns by channel and records impressions, clicks, leads, conversions, spend and revenue. Sales works leads through a pipeline from New to Won or Lost, with scheduled follow-ups. Telecallers work from a caller console, log every call with its outcome and duration, book callbacks and track their count against a daily call target.

The CEO dashboard brings it together for any date range: employee status, reporting discipline, active projects, task completion, department performance, marketing results, the sales pipeline, telecalling and critical issues. A Super Admin defines management levels, roles and a permission matrix, every change is written to an audit log, and a scheduler sends reminders for missing reports, due tasks, follow-ups, callbacks and off-track KPIs. Each company works in its own workspace, such as yourcompany.office.dvsoft.in, backed by a database of its own, in the browser on a computer, tablet or phone, in light or dark mode.

WHO IT IS FOR

Founders and CEOs

One dashboard for people, projects, tasks, departments, marketing, sales and telecalling, with critical issues such as blocked tasks, overdue projects and off-track KPIs listed for you.

Operations and department managers

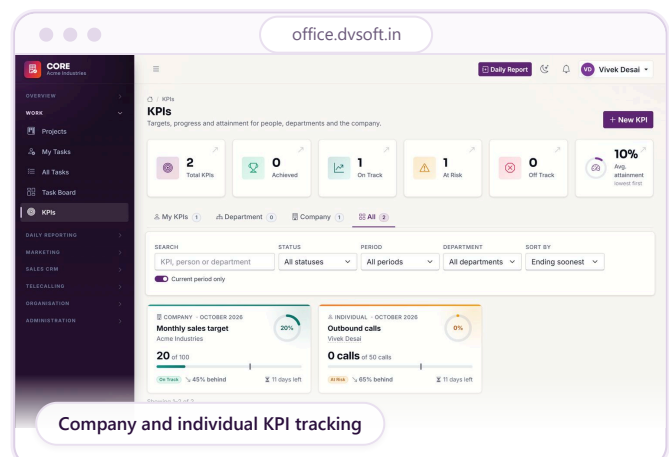
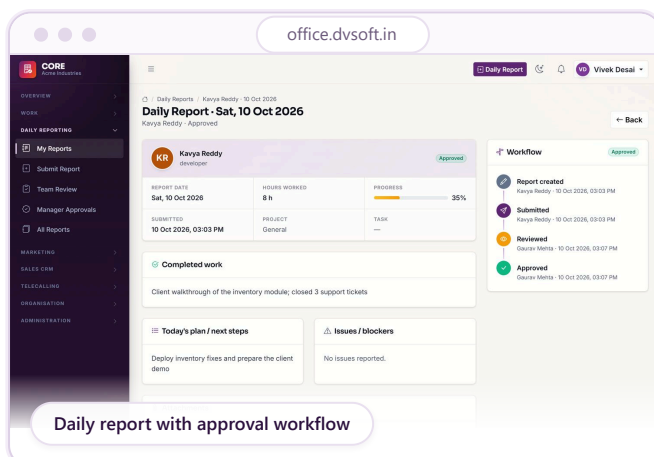
Approve daily reports, follow a department dashboard, submit weekly department reports and keep department KPIs on target.

Sales and telecalling teams

Leads, the pipeline and follow-ups for sales; a caller console, call logs and callbacks for telecallers, each with reminders when something is due.

Marketing teams

Plan campaigns by channel, record their performance and see which leads each campaign brought in.



KEY FEATURES

Built for the way **you actually work.**

01 Daily reports with a review chain

Employees report completed work, today's plan, blockers, hours worked and progress. A Team Lead reviews or returns it with a comment, a Manager approves it, and either step can be switched off in workflow settings.

02 A CEO dashboard for the whole company

Employee status, reporting discipline, active projects, task completion, department performance, marketing results, the sales pipeline, telecalling and critical issues for any date range, on one screen.

03 Projects and a kanban task board

Projects with a manager, members, budget and dates. Tasks move through To do, In progress, Review, Done and Blocked, with comments, attachments and a board you drag cards across.

04 Sales CRM with a drag-and-drop pipeline

Leads carry a source, priority, deal value and expected close date, and move from New through Contacted, Qualified, Proposal and Negotiation to Won or Lost. Follow-ups by call, email, meeting, visit or WhatsApp are flagged when missed.

05 A console for telecallers

Callers see the next leads to call, log each call with its outcome and duration, book callbacks and see their count against the daily call target. Managers see calls, connects and conversions for the whole team.

06 Marketing campaigns with real results

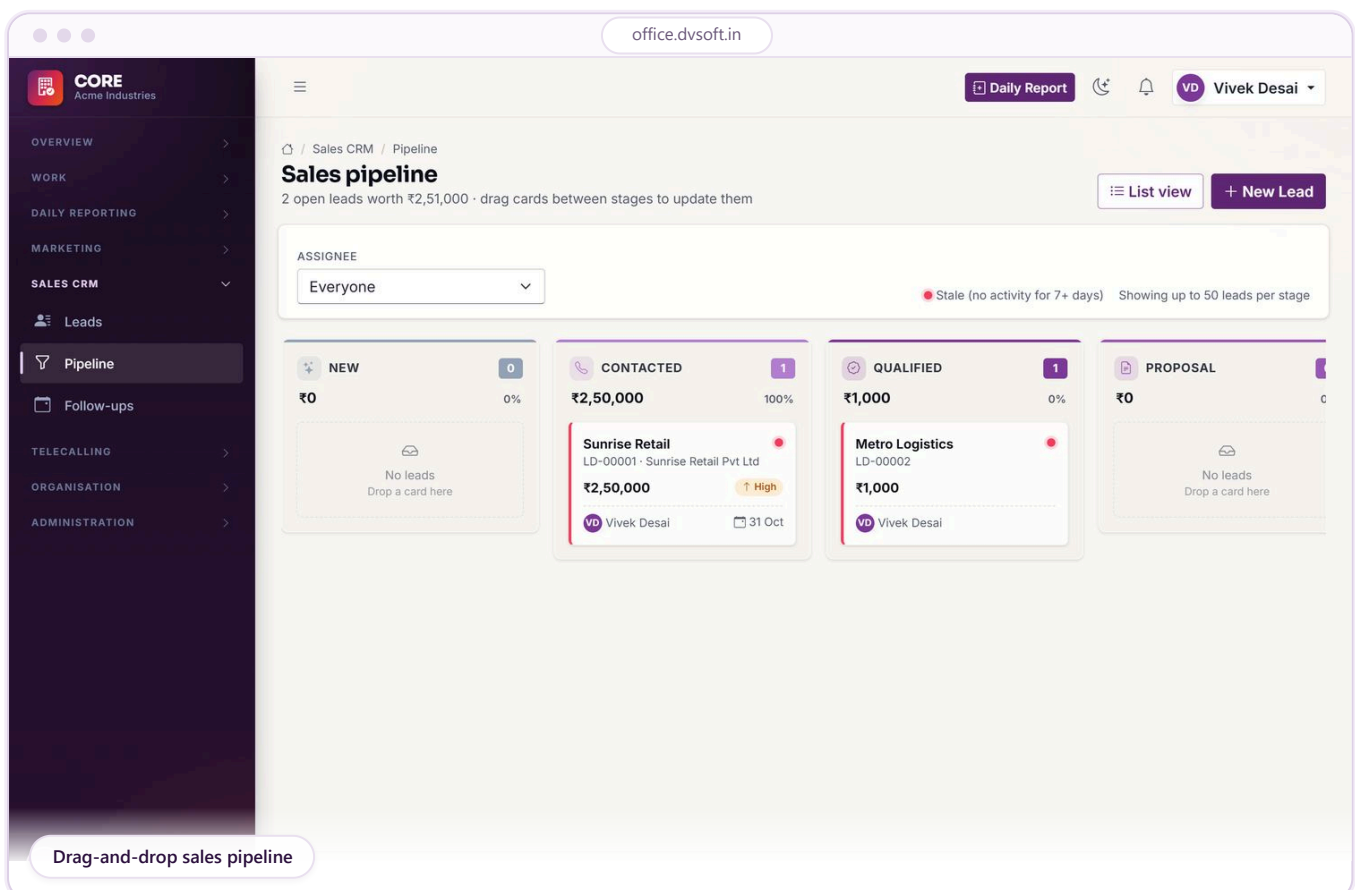
Campaigns by channel with a budget and a lead target. Performance reports record impressions, clicks, leads, conversions, spend and revenue, and leads can be traced back to the campaign.

07 KPIs with targets and status

Individual, department and company KPIs for a day, week, month, quarter or year, updated with progress entries and marked on track, at risk, off track or achieved.

08 Roles, levels and an audit log

A Super Admin sets management levels, roles and a permission matrix. Each person sees only the records their place in the hierarchy allows, and every change is logged with its before and after values.



MODULES

Everything in **one system.**■ **Dashboards**

My Dashboard for every employee, the CEO Dashboard, a dashboard per department and notifications.

■ **Projects & tasks**

Projects and members, all tasks, my tasks and the kanban task board.

■ **Daily reports**

Submit a report, my reports, Team Lead review, Manager approvals and all reports company-wide.

■ **Marketing**

Campaigns by channel and campaign performance reports.

■ **Sales CRM**

Leads, the sales pipeline and follow-ups.

■ **Telecalling**

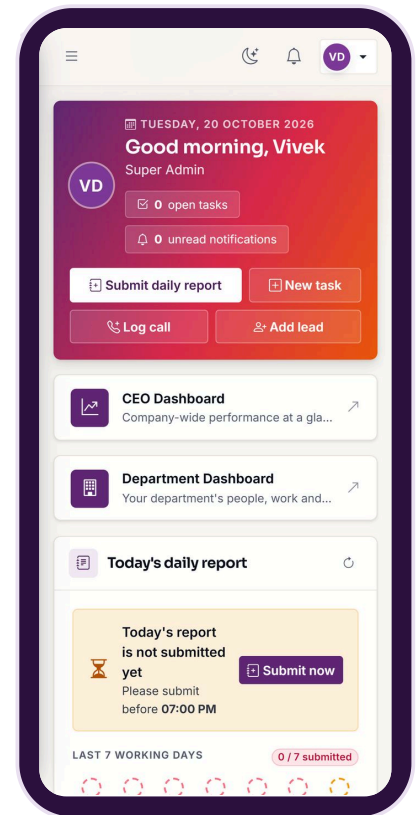
Caller console, call logs, callbacks and team performance.

■ **KPIs & reports**

Individual, department and company KPIs, and nine reports with CSV export.

■ **Organisation & admin**

Departments and org chart, department reports, users, roles and levels, the permission matrix, workflow settings, audit logs and the subscription page.



QUESTIONS BUYERS ASK

How does the daily report workflow work?

An employee submits completed work, today's plan, blockers, hours worked and progress. The Team Lead reviews it or sends it back with a comment, the Manager approves it, and each step is recorded with who and when. Review or approval can each be switched off.

Can we control who sees what?

Yes. A Super Admin creates management levels and roles and sets each permission in a matrix. On top of that, people see only the records their place in the hierarchy allows.

Does it remind people automatically?

Yes. A scheduler runs every 30 minutes and reminds people about missing daily reports after the deadline (19:00 by default), reports waiting for review or approval, due and blocked tasks, follow-ups, callbacks, stale leads, off-track KPIs, overdue projects and weekly department reports.

Can we export our data?

Yes. Nine reports cover employee productivity, daily report compliance, tasks, projects, departments, KPIs, marketing, sales and telecalling, and each exports to CSV. Lists such as leads, call logs, daily reports, users and audit logs export to CSV too.

Can we use it on a phone?

Yes. CORE runs in the browser and adapts to computers, tablets and phones, with a light and a dark mode.

How is our data protected?

Passwords are hashed with bcrypt, every query uses prepared statements, every form carries a CSRF token, sessions time out and logins are throttled. Every change is audit-logged and uploads are checked and stored outside the web root.

PLANS & GETTING STARTED

Choose a plan. We set it up for you.

Spark

For small teams getting organised, up to 50 employees. Prices exclude GST.

₹1,999

per month · ₹19,990 a year

- ✓ Up to 50 employees
- ✓ Daily work reports with review and approval
- ✓ Projects, tasks and the kanban board
- ✓ KPIs and personal dashboards
- ✓ Roles and permission matrix
- ✓ Email support

MOST POPULAR

Velocity

For growing companies, up to 200 employees. Prices exclude GST.

₹4,999

per month · ₹49,990 a year

- ✓ Up to 200 employees
- ✓ Everything in Spark
- ✓ Marketing campaigns and ROI tracking
- ✓ Sales CRM pipeline and follow-ups
- ✓ Telecalling console and callbacks
- ✓ CEO and department dashboards
- ✓ Priority support

Apex

For established organisations, up to 500 employees. Prices exclude GST.

₹9,999

per month · ₹99,990 a year

- ✓ Up to 500 employees
- ✓ Everything in Velocity
- ✓ Advanced reports and CSV exports
- ✓ Audit logs and workflow settings
- ✓ Onboarding and training session
- ✓ Dedicated account manager

Infinity

Beyond 500 employees, with pricing quoted for your company.

On request

Quoted for your size

- ✓ 500+ employees
- ✓ Everything in Apex
- ✓ Own database and custom domain options
- ✓ Custom integrations and SLAs
- ✓ Volume pricing

Taxes extra where applicable. Your product is ready within 6 to 24 hours of payment.

1

Choose a plan or book a demo

Order online with your own workspace address, or walk through CORE first with your departments, roles and reporting chain.

2

A dedicated DV Soft team sets it up

Your workspace and its own database, departments, users, management levels and permissions, plus workflow settings such as the daily report deadline and the review and approval steps.

3

Training for every role

Employees, Team Leads, managers, sales, telecalling and marketing staff each learn the screens their role uses.

4

Go live, with 24/7 support

Your teams start reporting and the CEO dashboard fills from day one, with the DV Soft team on call around the clock.



A dedicated team

One team from the first call to go-live and beyond.



Live in 6 to 24 hours

Set up for you after payment, with your data moved in.



Training included

Hands-on sessions for every role until staff are confident.



24/7 support

Phone and WhatsApp, during and after go-live.

BOOK A FREE DEMO

See DV Soft CORE working for **your company**.

+91 94907 75271 +91 94907 75271 contact@dvsoft.in

office.dvsoft.in



Scan to book a demo