



CASE STUDY

# PROXA WATER SERVICES

Johannesburg, South Africa

# OUTLINE OF TOPICS

## WHAT WE'LL DISCUSS

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- About Company
- Project Overview
- Pain Points
- Solution
- Facts & Figures
- Result
- Project Timeline
- Solution Look Over
- Contact Us

# ABOUT PROXA

## ADVANCED WATER SOLUTIONS FOR A SUSTAINABLE FUTURE

Proxa is a specialised provider of advanced water and wastewater treatment solutions serving the mining, industrial, food & beverage, and municipal sectors. PROXA delivers end-to-end water lifecycle management—ranging from raw water treatment and process water optimisation to wastewater recycling and reuse. With a strong focus on sustainability, compliance, and operational efficiency, Proxa Waters combines innovative technology with deep industry expertise to help clients reduce environmental impact while improving reliability and cost effectiveness.



# PROJECT OVERVIEW

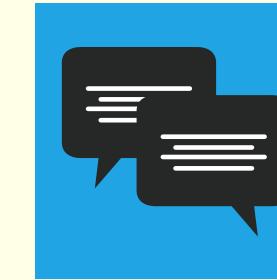
Proxa Waters required a centralised CRM solution to streamline sales operations, manage complex client engagements, and improve visibility across inquiries, leads, and tender-driven opportunities. We partnered with Proxa Waters to design and implement a custom CRM platform aligned with their business workflows across mining, industrial, food & beverage, and municipal projects.

The CRM was designed to:

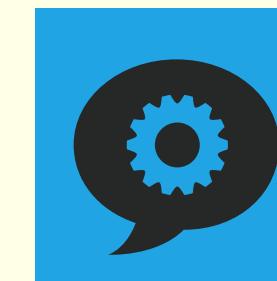
- Capture and manage all inquiries and leads in a single system
- Convert potential leads into structured opportunities
- Support evaluation of opportunities and manage the complete tendering lifecycle
- Provide real-time visibility through dashboards and reports
- Integrate seamlessly with existing tools such as MS Outlook for notifications and scheduling

The solution focuses on clarity, automation, and decision support, enabling sales and management teams to act faster and more effectively.

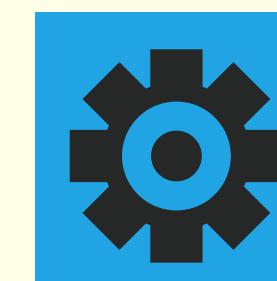
# PAIN POINTS FOR PROXA WATERS



Fragmented tracking of inquiries and leads across emails and spreadsheets



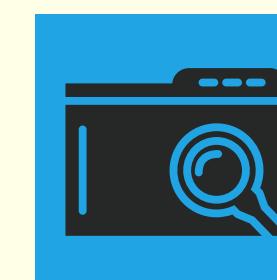
Lack of structured process to convert leads into qualified opportunities



Difficulty managing long and complex tendering cycles



Limited visibility into daily sales activities and follow-ups

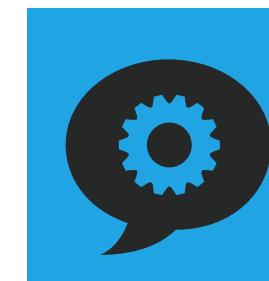


No automated currency converter and reminders or notifications tied to calendars and email

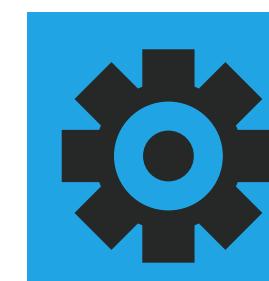
# OUR SOLUTIONS FOR PROXA WATERS



**LEAD & INQUIRY MANAGEMENT** - Centralized inquiry capture, lead tracking, qualification, conversion, and complete client interaction history.



**OPPORTUNITY & TENDER MANAGEMENT** - Structured opportunity pipeline with configurable stages, evaluations, tendering, doc tracking



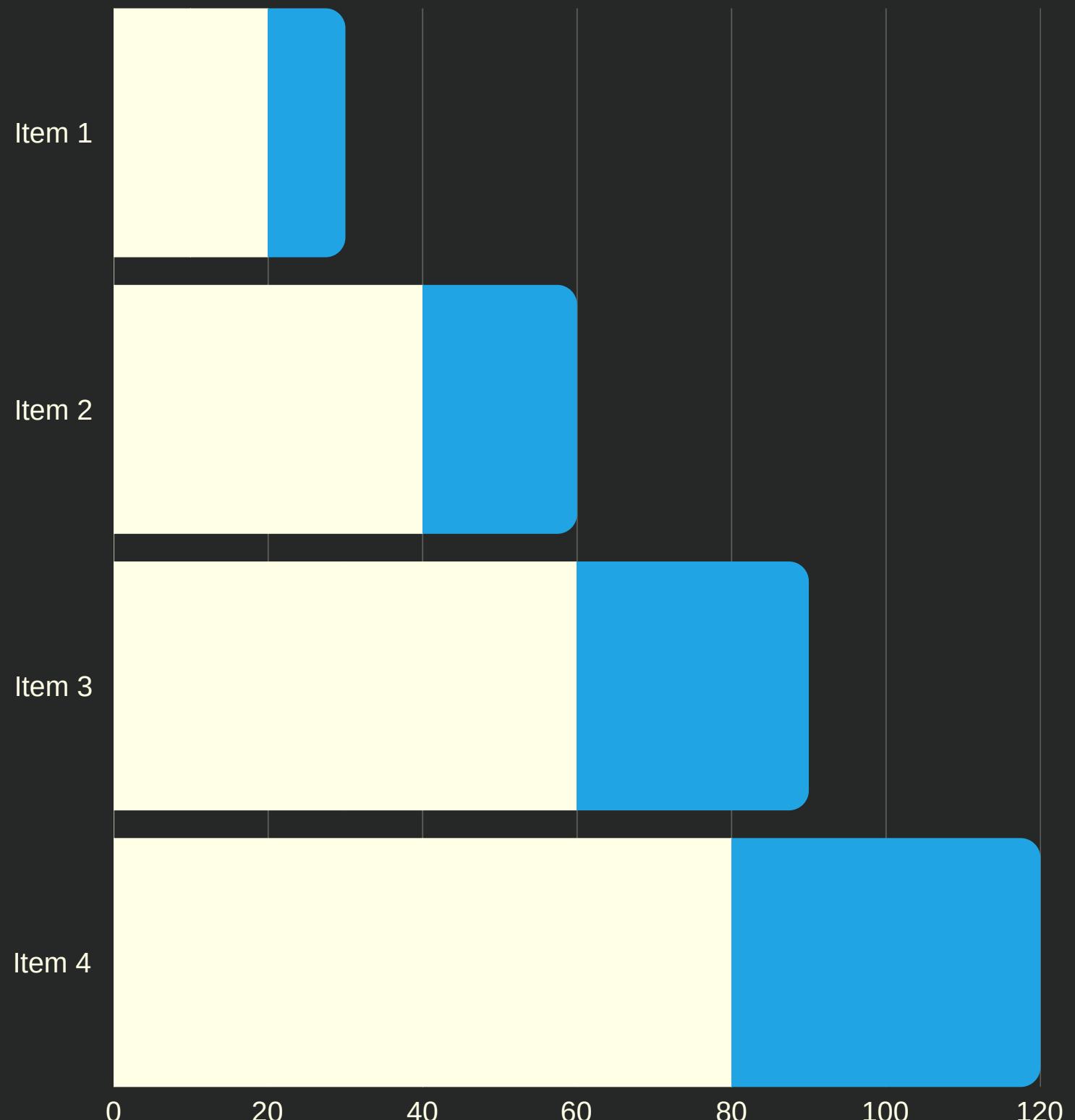
**DASHBOARDS & REPORTING** - Quick dashboards provide real-time KPIs, sales insights, and actionable updates for teams.



**EMAIL & CALENDAR INTEGRATION** - Outlook integration with alerts and calendar reminders improves coordination, preventing missed actions.



**CURRENCY CONVERSION INTEGRATION** - Currency converter helps the Proxa team to calculate the bidding details with real-time currency management.



## FACTS & FIGURES

- Streamlined Lead Management improved conversion efficiency by **45%**.
- Real-Time Dashboards and Smart Reports enhanced management visibility by **50%**.
- Email Alerts and Workflow Automation reduced follow-up delays by **55%**.

CENTRALIZED CRM  
PLATFORM  
REDUCED MANUAL  
TRACKING AND  
MONITORING  
TIME.

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OPTIMIZED  
REPORTING  
STRUCTURE  
IMPROVED SALES  
FORECASTING  
ACCURACY.

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# PROXA WATERS TIMELINE

## A 6-MONTH JOURNEY



# Solution Look Over

# Solution Look Over

CRM      PROXA EUROPE      Naledi Mokoena

Opportunity Form CRM • Opportunity • Opportunity Form \* Fields marked with an asterisk (\*) are mandatory.

**Probability**

%Go *	%Get *	%Adjust *	%Probability
25%	25%	50%	80

**Conclusion**

Bid Status *	Won Reason *	Project Ref No.
Awarded	Won Reason 1	P-25-12543

**Final Project Value**

USD	260007800
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**Total Project Cost Value**

Project Cost Value	Technology	P&G	Site Works
USD 19200	USD 10000	USD Enter P&G	USD Enter Site Works

# Solution Look Over

PROXA

PROXA EUROPE

Naledi Mokoena

Forecast Sheet ⓘ

CRM • Reports • Forecast Sheet

Project Name: Alcoa Kwinana BEP

Scope of Project: DBO

Secured: Existing

Project Value: Min 4 Max 75%

QTY months/left: 4

%Go: 75%

%Get: 75%

%Probability: 51% to 75%

%Margin: 51% to 75%

%EBITDA: Less than 25%

Project Start Date: 01/05/2026 - 02/03/2026

Project End Date: 01/05/2026 - 02/03/2026

TOTAL BP: Min Max

Search Clear

SR#	PROJECT DETAILS	CLIENT	SECURED	SECTOR	PROJECT VALUE	QTY MONTHS/LEFT	%GO	%GET	%PROBABILITY	%MARGIN	%EBITDA	START DATE	END DATE	2025 REVENUE	2025 EBITDA	2026 REVENUE	2026 EBITDA	2027 REVENUE	2027 EBITDA	TOTAL
1	Goldi OM	Astral	Existing	Various	\$15000000	12	100%	100%	100%	30%	30%	01 Jul 2023	29 Jun 2024	-	-	-	-	-	-	-
2	Amos Dairies DB	Amos Dairies	Existing	Food and Bev	\$547096	03	100%	100%	100%	35%	35%	24 Jul 2024	23 Oct 2024	\$547096	\$191484	-	-	-	-	\$5471
3	Alcoa Kwinana BEP DB(O)	Alcoa	Pipeline	Mining and Minerals	\$1794191	03	100%	100%	100%	40%	40%	24 Jul 2024	23 Oct 2024	\$1794191	\$717676	-	-	-	-	\$1794
4	V&A Growth point desal OM	V&A	Existing	Commercial	\$68161094	60	100%	100%	100%	19%	19%	01 Oct 2024	29 Sep 2029	\$10224164	\$1983488	\$13632219	\$2644650	\$13632219	\$2644650	\$37481

# CONTACT US

## FOR QUESTIONS, COMMENTS, AND MORE INFO

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