

TECH STYLE LTD

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DATASHEET

Rutba CRM — Product Datasheet

Every customer, every deal, one place

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Document

Rutba CRM datasheet

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Online

<https://www.tech-style.co/docs/rutba-crm-datasheet>

Every customer, every deal, one place

Track leads from first contact to signed quote, keep every conversation attached to the customer it belongs to, and run your support desk off the same contact record your sales team uses.

Family	Rutba Suite
Category	CRM & sales pipeline software
Status	Available
Apps included	4
From	\$18 per user / month
Works with	Rutba Marketing, Rutba Orders, Rutba Books
Buy or trial	rutba.io/suites/crm

THE PROBLEM

Why it exists

Most businesses lose deals in the gaps — a lead in someone's inbox, a quote in a spreadsheet, a complaint nobody connected to the account it came from. Rutba CRM keeps contacts, pipeline, quotes, and support tickets on one customer record, so anyone who picks up the phone already knows the whole story.

FIT

Who it is for

- B2B sales teams working a pipeline
- Agencies and service firms quoting repeat clients
- Any business that answers customer questions after the sale

APPS IN THIS PRODUCT

What you get

CRM

Contacts, companies, leads, and the deal pipeline — the system of record for who your customers are.

Helpdesk

Your own customer service desk: tickets, threads, and SLAs against the same customer record.

Customer Portal

A self-service window where your customers check quotes, orders, and tickets without emailing you.

Marketplace

List and sell through marketplace channels, with listings tied back to your catalog.

WHAT IT DOES

Capabilities

- Lead capture, scoring, and pipeline stages you define
- Quotes and proposals that convert straight into orders
- Shared customer timeline — calls, emails, and tickets in one thread
- Ticket queues with priorities and response targets
- Self-service customer portal, no extra login to manage

COMMERCIAL

Plans and pricing

PLAN		
	PRICE	INCLUDES
Starter	\$18 per user / month	Up to 5 users; Contacts & pipeline; Quotes; Email support
Growth	\$39 per user / month	Unlimited users; Helpdesk & SLAs; Customer portal; Marketplace listings; Priority support
Enterprise	Custom annual contract	Dedicated cell; Custom SLAs; Onboarding & migration; Named account manager

Prices are in US dollars and exclude local taxes. Every plan is billed through rutba.io/suites/crm. Annual and multi-product pricing is available on request.

RUTBA SUITE

How it fits the rest of the suite

Rutba Suite is 20 products across three lines — the business suite, the workspace and the platform services underneath — sharing one customer list, one catalog and one set of books. Buy the one you need today; the rest

slot in without a migration.



CONTACT

Talk to us

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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