

Customer Relationship Management – Improving Customer Performance

Version 1.0

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Table of Contents

1	Introduction.....	3
2	Strategies and Re-Organization	4
3	Executive Summary	5
4	Business Requirements	6
4.1	Current ██████████ CRM Practices	6
4.2	Sales Overview	6
4.3	Marketing.....	11
4.4	Sales Operations.....	13
4.5	Product Development and Management.....	15
5	Functional Requirements	16
5.1	Environment and Use.....	16
5.2	Standard sales and activity management	16
5.3	Opportunity Management	17
5.4	Forecasting capabilities.....	17
5.5	Channel Management	17
5.6	Marketing Capabilities.....	18
5.7	Customer Service Support	18
5.8	Product Development and Price Management.....	18
5.9	Centralized Information – Collaboration.....	19
6	Maintenance – Data Management Practices	22
6.1	Technical Considerations.....	22
6.2	Solutions Sets.....	22
6.3	Integration Risks	25
6.4	Longer term information planning.....	25
7	Economics – Financial Evaluation.....	25
8	Recommendations.....	25
9	Appendix.....	27
9.1	Reference sources	28
9.2	Financial Analysis – CRM Systems Comparison.....	32
9.3	Application Functionality Reviews.....	33

2 Strategies and Re-Organization

■ has reinvigorated its approach to the dynamic market space by re-inventing key approaches to the market to differentiate from competitors in commodity driven space, and offering indispensable value propositions to the growing customized commercial space.

- Getting closer to the commercial customer
- Team selling and bundled pricing
- Accelerated new products
- New markets
- Competitive terms and conditions

CRM best business practices that can better support the company strategies and organization requires adherence to the following information management improvement principles:

- Team collaboration
- Common knowledge base
- Systematic data management practice

How the best practices supporting the CRM will drive profitable growth:

- Drive new sales opportunities
- Streamline sales operations and processes
- Support new product portfolio development
- Improve customer segmentation and targeting
- Competitor management

There are key business opportunities for improving business practices in the customer facing functional areas that would benefit extensively from best practices supported by a customer relationship management system.

- Sales
- Sales Operations
- Marketing
- Product Development and Management

3 Executive Summary

The company should reinvest in re-evaluating its business processes, relating to its appropriateness for the current and desired business environment before embarking on further expensive expenditures on automation projects that may or may not provide the value and return the company wants. With a more cost conscious approach there are other methods to achieve the results such as training, better communications by better practices, more knowledgeable use of current technology and applications (Baan Applications) and other opportunities.

Economics – Financial Evaluation

A CRM system regardless of brand by nature will require that the company make over its server application to accommodate more modern style web-server technology and API protocols. That investment alone will cost over \$120,000. Any further work to integrate the application is at least 500 hours or more at \$150 per hour, before adding hardware improvements and annual maintenance costs. At a minimum, the conversion will cost \$250,000 to accommodate any sort of collaboration, knowledge base, and best practices management application tools.

Recommendations

Before investing several hundred thousand dollars on a system, the company should take hard look at other options to refine and improve the business processes, ensuring they fit the current business environment.

While there are short-term, low hanging opportunities, the company should bear in mind the forthcoming SAP integration that will re-structure much of the information work performed today and in the near future. A longer term view to how the data can better served in such an environment needs consideration with any forthcoming plans and initiatives.

Low hanging opportunities to remain competitive

- Automate sales support operations – offer integrated system to support Cahill and Oasis operations. Metrics are clear and measurable.
- Apply metrics driven collaboration with National Accounts sales group – Salesforce.com to share same platform with TAC and Square D personnel
- Agent score card implementation
- ACT or Goldmine for distributor sales managers (enterprise version, support 10 concurrent users)
- Utilize SMI for short term marketing campaign management, while structuring data for future integration