

ITML

CRM

EXPERTISE

PARTNER

ITML > CRM

Web-based CRM system with high SAP integration.

The market situation

Customer Relationship Management (CRM) – a comprehensive management approach for increasing customer loyalty, retention and profitability - is a very important issue at the moment at a wide range of companies - across all sectors. In the past large companies in particular have implemented measures to improve their customer orientation, in order to counteract increasing competitive pressure, globalisation and the interchangeability of products by providing better service. Small and medium-sized companies are also confronted with these developments, although the opinion that CRM is only worthwhile for large companies is still often heard - this is, however, more to do with the enormous costs which a comprehensive CRM solution can incur in some areas.

The solution

This cost problem is due to the usage of the data already present in SAP R/3 in connection with ITML > CRM, a web-based, user-friendly interface. For large companies, which want to implement an extensive CRM solution, the SAP® standard module CRM is available, which although is associated with high introduction costs, does provide extensive functions.

The SAP® software is, however, also used today by many medium-sized companies, which want a "light" version of CRM with correspondingly lower introduction and maintenance costs. At the same time the successful implementation of the CRM strategy can only be achieved by a high degree of utilisation, which requires user-friendliness. Using these assumptions as a starting point, abat recommends using ITML > CRM.

Our customers profit from the experience of over 100,000 project days of international SAP introduction and optimisation.

Are you looking for a strong partner, which offers project management, conception and implementation from one source, and which also knows about business processes? At abat you are in good hands. We offer "full service" from one source.

BRANCHENFOKUS

The offer

As an expertise partner of ITML, abat AG is your contractual partner both for the introduction as well as the license purchase. You can therefore implement the whole project with abat and thereby make use of our experience of more than 100,000 days in consulting.



The solution supports Marketing, Sales and Service at various sites. Each user draws on the same, consolidated data – in back or front office, at the company or on the road.

Efficient marketing by the use of the latest data:

- **Central address data** on customers, interested parties and all associated companies and people, comprising all the attributes required for efficient and holistic marketing
- **Budget planning** (annual and rolling plan), so that the actions in the marketing mix can be planned and controlled
- Efficient **campaign management**, so that your actions can be carried out in a targeted manner and without waste.
- Integrated **lead management**, in order to optimally prepare cooperation with the Sales department.

More sales, less administration

- Extensive **information on customers** and interested parties (addresses, campaigns, opportunities, activities, documents, offers, orders, outstanding items, complaints, etc)
- Sales processes for **field sales** with weekly plans, a visit report system, sales-pipeline management, mobile sales, etc.
- 100 % integration of **office services** with information functions (prices, stocks, etc.) incl. proposal system and order processing (incl. variant configuration)
- **360 degree view** of customers and data from the Marketing and Sales departments.

Quality service increases customer satisfaction

- Access to all **service-relevant reference data** such as Installed base, materials, equipment, maintenance contracts, customer orders, etc.
- **Process-orientated depiction** of field service, maintenance, repairs, complaints, returns, etc.
- **Integration of all departments**, e.g. call centre for receiving reports, materials planning for dispatching the technicians with a graphic planning table, technicians with a mobile off-line solution for reporting back about times, materials, error codes, travel expenses, etc.
- Universal and integrated: **100% of the data in SAP ERP**

ITML > CRM highlights

- CRM on the basis of SAP R/3 (although SAP CRM is not necessary)
- Easy to use due to the web-based interface
- No additional hardware or interfaces are necessary
- Clearly defined and extensive functions for the Marketing, Sales and Service departments.
- Introduction for a fixed price

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