



CRM
in
Bewegung

movento service offerings Construction Site Management with SAP™ CRM

Sales potential in the construction trade can be realized if the complete lifecycle of a construction project is documented and the information is available to all participants. The strategic instrument for sales, marketing and management is construction site management.

For many companies it is absolutely necessary to document and trace long-term projects in the construction sector and existing buildings and their lifecycle. This usually occurs as the basis for the documentation of the contact history with various project participants, of the system and management of electronic documents, of the generation of bids and orders and their tracing as well as of the project progress.

Central data storage and a 360° view of the construction project are absolute prerequisites here in order to exploit the potential of the projects and the cross-selling opportunities completely as well as to realize possible uplifts.

movento add-on based on SAP™ Standard
Using the Opportunity Management components of SAP™ CRM, we have created a solution that unites the essential aspects of construction management. As a central starting point, this solution offers you the opportunity, for example

- To document contact histories
- To manage systems
- To record bids
- To record project participants and competitors

Compact:

- ▶ Strategic instrument for sales, marketing, and management
- ▶ Management of construction sites
- ▶ Use of SAP Standard
- ▶ Quick overview of ongoing construction projects
- ▶ Identification and use of sales opportunities

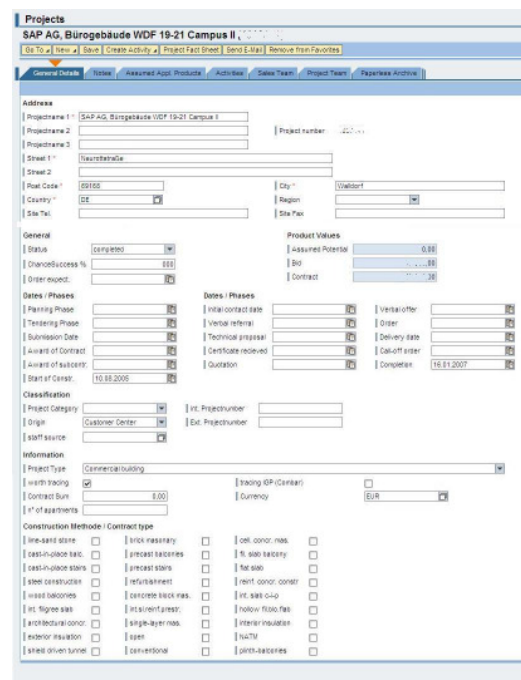


Figure: Sample screen: Construction site management

