

SAP® CRM at a Fixed Price



Coordinate sales, back office, and trademarketing perfectly with one another!

► **click&maximize™ CRM Expansion Package for the Consumer Goods Industry**

Our package solution uses a specific consumer goods org model and thus adapts the generic processes of SAP® CRM quickly to industryrelevant processes. We use the SAP standard taking into account expertise from many consulting projects in the consumer goods industry. The package enables listings, partner product ranges, activity reports based on listings, as well as surveys. Your sales can work operatively with the newest SAP® CRM release and interact with sales management and trademarketing without system breaks.

Your advantage: back office and front office finally work in a uniform, homogeneous system landscape with the same user interface.

Our offer includes the following services:

- Introductory workshop and analysis of industry-specific processes
- Integration into the ERP back end and download of a simple customer hierarchy
- Set-up of the CP business partner (name, address, hierarchy, marketing features, business hours, contact person, visit frequency, fact sheet, sales folder)

- Listings (set-up of an exemplary listing in CRM without integration with the ERP as basis for the further customization by the customer)
- Visit reports and competitive observations on the basis of the listing (set-up of a maximum of three reports as the basis for further customization by the customer)
- Surveys (set-up of a maximum of three standard surveys as the basis for the further customization by the customer)
- Key user training
- Support for start-up

Prerequisites

- click&maximize™ CRM starter package for new CRM customers, SAP® CRM users can use the expansions even without the starter package
- SAP® CRM licenses

Price

34.800 EUR



Also use other movento click&maximize™ CRM packages at a fixed price!

We offer you click&maximize™ CRM package solutions for all customer management requirements, e.g. for:

- ▶ Marketing
- ▶ Sales
- ▶ Service
- ▶ E-Commerce
- ▶ Mobile Business
- ▶ CRM Strategy
- ▶ Industry Solutions and Industry-specific Expansions

All packages offer a fixed price with pre-defined services — for more security and transparency with respect to the scope of services, time, and costs. Our package solutions are constructed in modular fashion and can be used individually or in combinations. This way, you can expand your CRM system step by step — you use only that which you actually need.

Do you have questions?

You will find detailed information about the individual packages in the downloads section of our Web site. We will also be glad to advise you personally as to which package solution fulfills your specific requirements — please call us:

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About movento

SAP is the technology, the contents come from movento. We will show you how you can design your customer relationships more profitably — right away and for the long term. We ensure that you are always close to the customer. For movento is CRM in motion! For more information about us and our products as well as references and project examples, please visit www.movento.com