

SAP® CRM at a Fixed Price



The complete solution for your mail-order business on the Internet. ► **click&maximize™ CRM Web Shop for Retail**

You are already using a SAP® ERP system, SAP® for Retail or a capable SAP® CRM System for sales? With this package, you will benefit from an effective sales instrument with optimal product presentation and display of real-time information. For companies in the consumer products, retail, high-tech or pharma industries, it is the ideal, cost-effective complete solution.

Your advantage: you can target customers purposefully and exploit and expand additional marketing and sales potential.

Our offer includes the following services:

Web shop Basic

- Multi-lingual set-up (German and English)
- Login with forgotten password function and self-registration
- Adaptation of the Web shop to your corporate design or other design specifications
- Customer information area for Web site credits, FAQs, instructions, and contact data

Web shop order processing

- Easy and quick recording of orders
- Order status display with information about the delivery status
- Order templates for quick recording of repetitive orders

Advantage: Your customers can find and order the right products easily and quickly.

Web shop product catalogue

- Display of the catalogue and the products with text, pictures, and additional documents
- Clear display of availability and prices

- Easy product search across all catalogue areas
- Display and filtering of products with the help of product features
- Easy catalogue maintenance via an Internet-based interface for long-term sales success
- Online 24 x 7 thanks to catalogue staging mechanisms

Advantage: your customers order based on current catalogue and product data — mistaken orders are reduced.

Web shop shopping basket

- Clear display of all product information — products with pictures
- Deletion, changing, and insertion of products
- Saving of the shopping basket as an order template
- Easy, guided check-out with various payment options
- Adaptation of the delivery address

Advantage: intuitive and easy shopping basket processing.

Web shop marketing

- Display of accessories
- Display of spare parts
- Cross & up-selling for purposeful additional sales
- Display of best sellers and product suggestions

Advantage: with targeted offers, you offer your customers and additional service and you increase sales.

Additional services

- Introductory workshop
- Key user training
- Support for start-up



Fig.: Example of CRM Web shop B2C

Profit from three decisive advantages:

Quick entry into e-business

With our complete package, you will be able to put your individual Web shop on the Internet in less than three months.

Special solution for retail

Our package is based on award-winning movento B2C Web shop solutions. It contains valuable experience, which you can now use for your entry into a successful e-business.

100% integration into existing processes

The new Web shop functions are adapted completely to existing ERP and CRM processes. Existing customers, product, and price information can be used without additional maintenance effort.

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

64.800 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