

## SAP® CRM at a Fixed Price

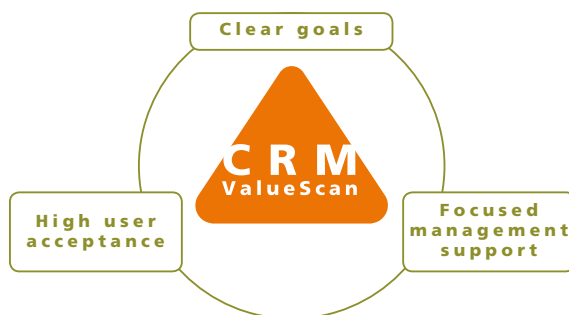


### Profitability analysis for the use of CRM

## ► **click&maximize™ movento ValueScan®**

A high-performance CRM system enables the creation and use of valuable customer relationships and thus of lasting growth — but only if it is optimally attuned to the needs of your company. For this, you can use our ValueScan package. This way, you can analyze to what extent the set-up of a CRM system will pay off for your company and how this system should look in order to achieve profitable success.

Successful CRM investments distinguish themselves through the following factors:



All three success factors are promoted by the ValueScan®. Our profitability analysis is carried out in cooperation with Prof. Dr. Selchert of quadracon GmbH, who with his study “CFROI of Customer Relationship Management”, proved scientifically the added value of CRM.

### **Take advantage of the movento ValueScan® in order to establish an effective CRM system:**

- Analyze company processes
- Specify strategic goals for a CRM system
- Determine profitability and value potential
- Define areas of application and services of the future CRM system
- Support top management
- Control and plan CRM successes with determination

#### **Prerequisites**

- None

#### **Price**

25.000 EUR

#### **Scope of the analysis**

Two functional areas (e.g. marketing / sales). Additional functional areas will be charged according to time, materials, and effort.

## Our profitability analysis includes the following services:

Step	Goal	Participants	Duration	End product
<b>TopScan</b>	Identification of important CRM areas	Top management and department managers	Workshop: ½ day	Priorities, scope, goals of ValueScan®
<b>DetailScan</b>	Process-oriented analysis of the CRM value creation potential	Division directors and future users	Workshop series: 1 day / area	Potential for productivity increase per process
<b>Evaluation</b>	Financial evaluation of the potential	Controlling	Meetings to agree on the method	Business case for CRM
<b>Decision</b>	Specification of the project goals	Top management and department managers	Workshop: ½ day	Harmonized, quantified CRM goals, priorities, and project roadmap

Profit from our profitability analysis and set up your whole CRM system purposefully — with the click&maximize™ CRM packages from movento!

### 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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### Professor Selchert

Prof. Dr. Martin Selchert is a partner in quadracon GmbH. He teaches and researches at the Hochschule für Wirtschaft (Business College) in Ludwigshafen in the areas of marketing, management, and e-business. Professor Selchert is director of the master studies programs in Information Management & Consulting.

### 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](http://www.movento.com)