



ciber

SOLUTIONS

SAP Customer Relationship Management

CIBER CRM Practice

CIBER has the breadth of experience necessary for successful SAP CRM projects, ranging from strategy definition to the implementation and operation of solutions.

We offer CRM expertise locally to our customers, backed by the delivery capability, resources, scalability and disciplines of a global player.

The current business climate is putting pressure on sales teams to perform like never before and on marketers to deliver more with less.

One solution is to look into your most valuable asset, your customer base. By using multiple criteria, you can develop cost-effective loyalty programs and integrated marketing and sales activities that leverage and improve your existing customer relationships. A key strategy is to identify the products, services, campaigns and promotions that really strike gold. In order to be able to do this you need a true 360 degree view on your most valuable asset as part of a CRM strategy and a Customer Experience Management Strategy that ensure that every interaction with your company is a positive one for your customer.

And that is where SAP CRM can help.



Figure 1: SAP CRM enables customer centricity by integrating channels and key capabilities on one platform

The SAP CRM solution can provide you with a wealth of relevant and actionable information about your customers and prospects and unrivalled actionable insights into the triggers that generate business from your key customers— presented as you need it. Armed with these insights and information you can:

- Address your most valuable customers in a highly targeted manner
- Deploy resources where they'll reap the most benefit
- Come up with the right mix of products and services to maximise sales
- Protect your customer base from hungry competitors.

SAP CRM solutions enable you to build mutually beneficial relationships with your customers. For example, you can:

- Identify your most valuable customers and provide a differentiated level of service.

- Anticipate customer behaviour through predictive modelling and be pro-active to retain customers and increase wallet-share.
- Bring all relevant customer information to the point-of interaction, so you can always sell the right products, and immediately resolve any issues.

SAP CRM allows you to develop your most important asset by providing the right tools to gain insight into your customer interactions, which can help improve:

- Operational efficiency by enabling the streamlining of processes through data integration and by offering the availability of a 360 degree view on the customer
- Market share through acquisition and retention of customers by enabling the enterprise to use relevant data collected consistently through all channels to specifically approach (potential) customers with the right products at the right time
- Share of wallet of existing customers through sophisticated loyalty- and cross- and up-selling functionalities that are integrated into all channels.

Using these capabilities can quickly deliver long-term results that are profoundly affecting your bottom line.

The strength of SAP CRM is the strong integration of channels through all relevant processes and into the back end, augmented by strong analytics capabilities.

In times like these, smart companies maximise their short-term revenue while positioning themselves to take advantage of potential sales in the pipeline. We would welcome the opportunity to discuss how CIBER might be of assistance here.

SAP CRM can help you stay connected to your customer so you deliver the products and services that

they truly need. It keeps the lines of communication open and helps create lasting and profitable relationships.

SAP CRM provides you with the flexibility to quickly develop distinctive capabilities and deliver superior customer experiences.

SAP CRM drives rapid user adoption and productivity through its innovative user interface and provides quick time to value while supporting your strategic CRM initiative. It delivers best-in-class, front-office functionality and support for end-to-end, industry-specific processes. As your company evolves, your organization can ensure outstanding customer experiences and respond immediately to market requirements.

About CIBER

CIBER ANZ is part of a leading international system integration consultancy with superior value-priced services for both private and government sector clients. CIBER's global delivery services are offered on a project or strategic staffing basis, in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures.

Founded in 1974 and headquartered in Greenwood Village, Colo., the company now serves client businesses from over 60 U.S. offices, 20 European offices and four offices in Asia. Operating in 18 countries, with 8,000 employees and annual revenue of approximately \$1 billion, CIBER and its IT specialists continuously build and upgrade clients' systems to "competitive advantage status." CIBER is included in the Russell 2000 Index and the S&P Small Cap 600 Index.

The logo for CIBER, featuring the word "ciber" in a bold, lowercase, sans-serif font. The letters "c", "i", and "b" are in a dark blue color, while "e", "r", and "e" are in a lighter blue color.

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