

Customer Relationship Management: Make selling a seamless, customer-focused operation



Acquire, develop and retain customers more successfully

Looking for competitive advantage in e-business? Surveys show that establishing and maintaining customer relationships is the single greatest source of competitive advantage.

This is because effective Customer Relationship Management (CRM) is the key to improved customer satisfaction, greater revenue growth, heightened competitive position and long-term customer retention.

Globalization, deregulation and relentless competition make it imperative that customers' needs be first priority, and organizations of all sizes are finding that they must transform sales, marketing and customer service into one seamless, streamlined, integrated operation.

IBM Start Now Customer Relationship Management Solutions enable you to identify, select, acquire, develop, and retain customers. They do this by helping you answer important questions about your customers, for example:

- Acquisition questions: Who are our most desirable customers? How do we attract them?
- Development questions: How do we deliver what our customers want, how they want it, when they want it?
- Retention questions: How do we build and sustain customer loyalty?

IBM Start Now Customer Relationship Management Solutions promote ongoing collaboration in the execution of sales-related tasks by fully exploiting the power and flexibility of Internet technologies. These solutions can help you to:

- Integrate all selling activities into one customer-focused operation
- Facilitate sharing and synchronize information and ideas across departmental lines
- Respond to customers' needs quickly and efficiently and build loyalty
- Reduce the cost of working with suppliers and customers

- Increase sales through instant customer support and cross-selling
- Shorten sales cycles

Implement now and get into e-business

IBM Start Now Customer Relationship Management Solutions are part of an integrated family of solutions for e-business. Each of the solutions is specially designed to assist growing businesses get into e-business quickly and affordably or to broaden a company's involvement in e-business.

The Start Now family consists of three groupings: (1) core solutions that get you going in e-business (infrastructure, e-commerce, and customer relationship management); (2) solutions that extend your e-business capabilities (business intelligence, collaboration, and host integration); and (3) solutions that more efficiently manage your Web presence (Website management and content management).

All IBM Start Now Solutions for e-business are *flexible and modular*. They work together. One set of solutions can be added to previously installed solutions, and they can be customized to the special needs of your e-business. You're not locked into anything.

All Start Now Solutions are designed for *quick and easy installation and configuration* by a qualified IBM Business Partner. This means you're engaged in e-business faster. In fact, there are cases where companies have implemented Start Now Solutions in a matter of weeks. Getting up and running fast also means a *quicker return on your investment*. Start Now Solutions have enabled companies to build up Web traffic quickly and increase sales significantly.

IBM Start Now Solutions for e-business are built on *open standards*. They'll work with what you have now, and they can grow as your needs grow, integrating with future technologies.

Finally, Start Now Solutions are designed for *high availability*, 24-7-365 operation, and for *security*. You can trust IBM's record of dependability in these areas.

Because IBM Start Now Solutions are available from your IBM Business Partner, you're dealing with someone who knows your business and what you need in order to compete on the Web in the way you want. Your Business Partner will assist you with consultation, implementation, customization and training. IBM Business Partners come with credentials few others can match – they're well qualified and highly trained by IBM. Those are advantages you can count on.

IBM and its Business Partners have years of experience in e-business. We've helped numerous companies as unique as yours get into e-business or integrate new e-business solutions into their existing systems. We welcome the opportunity to do the same for you.

Products that let you start now

IBM Start Now Customer Relationship Management Solutions are built on the following products:

- Lotus® Domino™ Server R5, a messaging server for business intranets and the Internet that provides a unified architecture for e-mail, Web access, and collaboration, including LDAP services
- Lotus Sametime™, an easy-to-use desktop application that lets employees find other team members online and communicate with them in real time through instant messaging
- Lotus iNotes Client to deliver powerful Domino messaging, collaboration and e-business capabilities to Web browser users
- Relavis eBusinessStreams® eSales, a sales force automation solution that enables teams to sell strategically through highly collaborative and coordinated account plans that greatly improve interactions with customers. By understanding and sharing the needs and preferences of customers,

the organization is able to build customer loyalty by providing a unified and focused experience.

For example, eSales captures unstructured, ad hoc communication via e-mail, chat or fax and then distributes it through a replication engine for mobile users so that everyone on the sales team has all the information necessary to make informed decisions. Areas of focus are collaborative account management, relationship management, contact and activity management, lead and opportunity management, and knowledge management.

The benefits of eSales are many. You'll be able to:

- Manage customers and partners based on the value of the relationship
- Better understand prospects and customers
- Enable geographically dispersed teams to seamlessly build and share strategic account plans
- Support global cross-functional team selling and account management
- Increase revenues and lower competitive risks
- Manage leads from all sources
- View interactions for each contact
- Configure sales cycles to reinforce sales processes and best practices
- View automatic rollups of opportunity information and forecasts at all levels of the sales hierarchy

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing server or you can choose an IBM @server designed especially for e-business.



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How you can start now

The proven benefits of engaging in e-business are significant: Increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

Contact your IBM Business Partner.

Or better, visit and register at our Website:

ibm.com/software/smb

If you don't have an IBM Business Partner, we'll help you find one.

