



SPARTAN
INFOTECH

Customer Relationship Management

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Spartan Infotech Co. WLL

Company Profile

Spartan Infotech Co. WLL is part of the Mohamed Ahmadi group of companies.

The group has over 3 decades of experience in the Middle East and a multi-million Dinar (1USD=0.378BHD) turnover spanning operations such as Trading and Contracting, Cleaning and Maintenance, Cargo Forwarding, Ship Repair, Interior Design and ICT.

Spartan Infotech is led by Ashok Kumar, with over 15 years experience handling the business of reputed brands (Samsung, Fujitsu-Siemens, Emerson, Asco, Seagate Software) as General Manager at the respective country distributors. His last assignment was at an ICT multi-national as Director, Strategy and Corporate Development.

Spartan Infotech is a technology venture and comprises of discrete divisions that run as profit centers under experienced Division Managers. Division Managers are aided by qualified Practice Heads that are abreast of the latest developments in the respective areas.

Spartan Infotech has established strategic alliances with reputed principals in areas such as Enterprise Asset Management, Process Control, Customer Relationship Management, Enterprise Resource Planning, IT Security and implementation of standards based frameworks for IT governance. Other Lines of Business include Consultancy, Implementation and Support of ICT Networks.

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“**Customer relationship management (CRM)** is a multifaceted process, mediated by a set of information technologies that focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants, and buying patterns.” - Wikipedia

CRM is considered a business philosophy, in its ability to aid company strategy by adopting a customer centric approach. Thus, defining CRM and what it means to their specific organization will go a long way to making them successful in the marketplace.

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Effective CRM

CRM consists of the following three components (CRM, Gray P, Byun J, 2001):

1. **Customer:** The customer is the only source of the company's present profit and future growth.
2. **Relationship:** The relationship between a company and its customers involves continuous bi-directional communication and interaction. The relationship can be short-term or long-term, continuous or discrete, and repeating or one-time.
3. **Management:** CRM is not an activity only within a marketing department. Rather it involves continuous corporate change in culture and processes. The customer information collected is transformed into corporate knowledge that leads to activities that take advantage of the information and of market opportunities.

Thus, an effective CRM puts together these components, equipped with tools, to put together a long term beneficial strategy of growth for the organisation.

Reasons for adopting CRM

Customer Relationship Management helps

1. **develops** better communication channels
2. **collects** vital data such as customer details and order history
3. **creates** detailed profiles such as customer preferences
4. **delivers** instant access to customer history
5. **identifies** new sales opportunities
6. **Simplifies** marketing and sales processes by understanding customer needs.

The principal benefits of CRM (CRM, Gray P, Byun J, 2001) are to

1. Improve the organization's ability to retain and acquire customers
2. Maximize the lifetime value of each customer (share of wallet)
3. Improve service without increasing cost of service. [CMG, 2000]

Anderson Consulting, based on a survey of more than 500 executives in six industries (communications, chemicals, pharmaceuticals, electronics/high-tech, forest products and retail), believes that a 10% improvement of overall CRM capabilities can add up to \$35 million benefits to a \$1 billion business unit.

[Renner, 2000]

More than 57% of CEOs in another survey with 191 respondents believe that the major objective of CRM is customer satisfaction and retention. Another 17% said it is designed to increase cross selling and up selling. [Seminerio, 2000]

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Spartan Expertise

The Spartan Infotech STPG (Software & Turnkey Projects Group) brings together a team of Qualified, Experienced and Committed Staff who specialize in CRM Solutions

Customers are the core of any business, and so are managing the relationship with them. Our domain expertise in **Customer Relationship Management** ranges from business leads management or customer interfacing planning to end-to-end relationship management, from marketing to delivery of service or product.

Spartan **CRM** consulting brings our experience in aligning your **CRM** process with stated business objectives, leveraging the power of technology to make it more effective. This involves defining or optimizing **CRM** workflow and applying right trends and technologies into the overall solution. Our consulting helps you answer some of the following issues and key questions:

1. What are or should be your **CRM** objectives?
 - a. SWOT Analysis
 - b. ROI Objectives
2. How do we align **CRM** objectives with overall business objectives?
 - a. **CRM** interfaces with other areas
 - b. Key Process Areas in **CRM**
 - c. Extent of Business Analytics and Business Intelligence Capabilities
3. Are there any gaps in our **CRM** process?
 - a. Workflow Modeling
 - b. Gap Analysis
 - c. Constraint Analysis
 - d. Remodeling **CRM** Strategy
4. Do we need end-to-end **CRM** or should we focus on specific objectives first?
 - a. Verification and Validation
 - b. Trade-off evaluation
5. What are the **CRM** industry trends we need align ourselves with?
 - a. Licensed Software vis-a-vis Subscription-based Software-as-a-Service
 - b. Reporting vis-a-vis Analytics vis-a-vis Intelligence
6. What are the key technical attributes of our **CRM**?
 - a. Flexibility for customization
 - b. Web 2.0
 - c. Service Oriented Architecture
 - d. Best suited tenancy model
7. Should we buy an off-the-shelf **CRM** product or develop our own application?
 - a. Vendor Analysis
 - b. ROI revisited

Holistic approach of Spartan consultants helps you in defining and architecting the right solution that your business needs for managing and sustaining growth.

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Spartan Infotech has partnered with Salesforce.com to bring the best of solutions to support CRM business activities. The proven leader in on-demand customer relationship management (CRM), salesforce.com empowers customers to stand out from the crowd. Salesforce.com offers the most innovative technology and making it as easy as possible to share and manage business information. Salesforce.com has won many awards that prove its role as a leader in CRM tools.

The proven leader in on-demand customer relationship management (CRM) and platform as a service, salesforce.com makes companies more successful. We do so by delivering the most innovative technology and making it as easy as possible to share and manage business information. Our solutions combine award-winning functionality, proven integration, point-and-click customization tools, global capabilities, and the best user experience—and the result is customer success. That's why salesforce.com consistently earns the trust of its customers along with top industry honors.

Continuous Innovation

Since its inception in 1999, salesforce.com has steadily improved and expanded its family of on-demand solutions. *InfoWorld* named Salesforce Technology of the Year in 2007 for the fourth-straight year; also in 2007, salesforce.com received its sixth consecutive Codie award for “Best CRM Solution.”

Successful Customers

Salesforce.com has 38,100 customers (as of October 31, 2007) around the world including AMD, Air Products, Avis Budget Group, Corporate Express, Daiwa Securities, Dow Jones Newswires, E-LOAN, Expedia Corporate Travel, Polycom, Ryder System, Sprint Nextel, SunTrust Banks, SunGard, Time Warner Cable Business Class, Travelex, and Yamaha Corporation of America.

International Reach

Salesforce.com provides full internationalization, on-the-fly translations in 15 languages, and multicurrency support. To serve its growing list of customers outside North America, salesforce.com has full-service offices in more than a dozen countries around the world.

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