



e_Customer Relationship Management (eCRM) Solution

Fortune 500 Telecommunications Solutions Company

- Presents Company's complex customer environment in an easy to understand visual manner, aligned by market, product, legal entity, and other key business perspectives
- Enables clear, comprehensive and quick understanding of Company's customers, allowing executive management to quickly understand the customer's contribution to Company's bottom line
- Facilitates tight bonding with customers, by understanding how customers view Company's business model
- Improves quality of customer analyses by ensuring data warehouse information is rolled up correctly, according to the user's selected business perspective
- Gives business users the power to manage their complex customer definitions and business management rules
- Provides a direct return to the business by being able to deliver, in a timely manner, current customer perspectives for executive decision making

StarBEAM™ Enterprise Business Modeling (EBM) for e_Customer Relationship Management

Entreon's StarBEAM™ EBM solution provides the following capabilities:

- Business Model Capture and Visualization
- Business Model Change Management
- Business Model Brokering
- Business Model Communication

EBM solutions provide value to business and IT executives, helping them to clearly understand, change, and communicate their business model to employees, customers, partners, and their internal application infrastructure.



“We have just completed all of our major system upgrades, blacksmithing. StarBEAM is goldsmithing, the demonstrated new value to the business”.

Vice President & CIO

Challenge

With dramatic growth from numerous acquisitions, change is the norm for Company employees. Understanding the customer is always challenging; and such understanding is compounded when considering the number of potential relationships amongst all the acquired products, sales channels and geographies. In this environment, the CIO wants to return new value to the business, to enable and sustain further growth.

Solution

With StarBEAM, business users can visually understand their customer relationships. For each customer, users can immediately see all the customer locations and organizations they are selling to, as well as all the ones that are not buying. Even Dun & Bradstreet information has been included in the business model visualization and analysis. Overall revenue and sales information can be calculated per customer. Insights into the customer relationship and market segments, and effects of future decisions can now be projected. The contribution to the business, increasing the company's understanding of its customer, is invaluable.

Company's Customer Relationship Management Application Environment

- SAP R3 and Oracle RDBMS
- Business Objects
- Entreon StarBEAM™ for NT