



informatik ag



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# IT WITH A CLEAR VISION

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Competence Area CRM

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[www.ilume.de](http://www.ilume.de)

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# COMPETENCE AREA CRM

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## CUSTOMER RELATIONSHIP MANAGEMENT, SALES AND SALES MANAGEMENT

Our experienced CRM teams include certified project managers and project leaders, strategy and technical consultants as well as implementation specialists. We put our expertise, skills and contacts at your service and accompany the entire life cycle of your CRM project. ilum:e both offers integrated CRM solutions and develops custom-made applications.

## CUSTOMER RELATIONSHIP MANAGEMENT

As a CRM consultancy our aim is to effectively improve your customer relationship management and assist you in providing all needed customer and sales data to the right people at the right time. We support you in selecting and introducing individual software solutions, from market-leading and cost-efficient standard applications to individual application solutions developed by our experts.

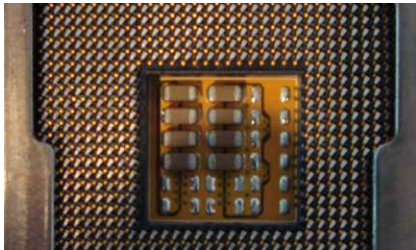
## BUSINESS INTELLIGENCE

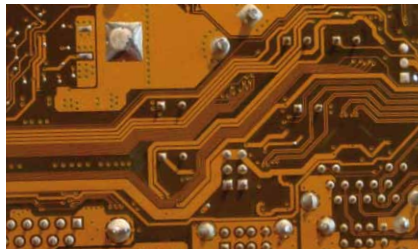
In the areas business intelligence and data warehousing we assist you in the conceptual design and the introduction of state-of-the-art technology, allowing you a synchronized view of all available business data. We will provide you with all tools to easily trace your data from the source to the report. Furthermore, by reducing the effort to create and maintain your reports, process and IT costs will decrease.

For a more efficient realization of our custom-made solutions, we use software components from Oracle/Siebel, Salesforce, QlikView and Microsoft.

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# SIEBEL CONSULTING AND IMPLEMENTATION

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We support you with the introduction and further development of CRM systems on the basis of Siebel Applications and Oracle Fusion Applications,, such as Siebel modules Sales, Call Center Finance, eCommunications, eMarketing.

Our deep expertise in CRM strategy and technical CRM/Siebel consulting, is one of ilum:e's core competencies. We possess more than one hundred man-years of project experience and we are ready to assist you with your Siebel strategy and project manangement, as well as with studies and analyses.

In addition, we offer services in the following areas:

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- Siebel Administration
- Interface Development (EAI)
- Performance Tuning
- Testing
- Siebel Development

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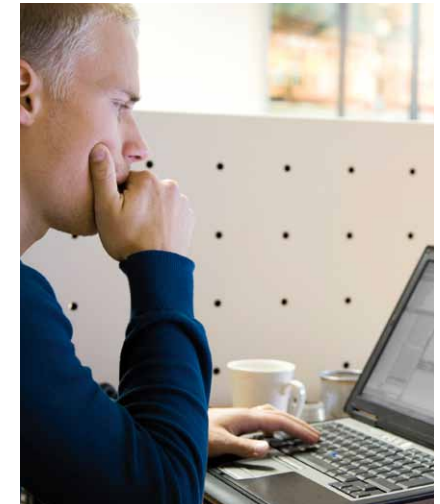


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## SIEBEL CONSULTING:

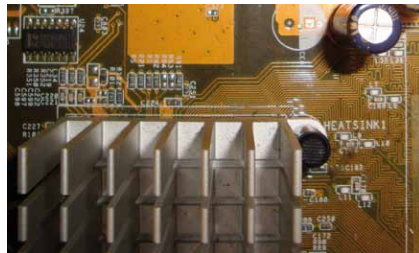
- >>> New implementations of Siebel 8.x and migration from version 6.x/7.x
    - >> Strategic (pre-) assessments
    - >> Strategic assessment of introduction scenarios and migration approaches
    - >> Creating Siebel design blueprints with operational Siebel process modules
  - >>> Setup, proceeding and organization of a customer-wide CRM
  - >>> • Planning and designing multi-channel CRM-platforms (all channels), in particular on the basis of Siebel 7.x/8.x including for example:
    - >> As-is analysis and capturing necessary requirements, fit-gap
    - >> Definition of the future CRM business and process model (e.g. ARIS, Use-Cases)
    - >> Specifying the Siebel design blueprints by:
      - > Defining and documenting the operational Siebel process model
      - > Defining the future CRM production process (to-be) with
      - > all relevant Siebel process objects
      - > all relevant interfaces to legacy systems
      - > all Siebel technology / components in use
    - >> Methodology for technical adjustments & organizational realignment
    - >> Defining the strategy for the overall system architecture
    - >> Dividing the overall system into functional and strategic modules
    - >> Information requirements analysis: analysing/defining information requirements in the
    - >> Information pyramid including source and target systems of CRM systems
  - >>> In case of analytical CRM: market analyses, customer and contact/campaign management:
    - >> Market analyses
    - >> Customer, customer contacts and customer value
    - >> Campaign planning/management
    - >> CRM/management reporting, analytical CRM with analytics
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## REFERENCES



International Siebel project in retail with roll-out in 34 countries

International marketing project with Oracle BI and Siebel (Food)

Customizing, integration and implementation of a multi-channel Siebel-sales platform including system test and QA for 15.000 end users (Banking)

Analysis, design and development of CRM telecommunication application including system test and QA for 20.000 end-users (Telecommunication)

Administration, release-change, migration as well as introduction of complex Siebel system landscapes (Insurance and Pharma)

Strategy and DP-conception, requirements management, QA/test for various applications (various industries, also retail)

Implementation of a call center application with adaptive CTI-connection with individual development for the last and performance test (Banking)

Administration and support of complex system landscapes on the basis of SAP, DB/2, MQ (various industries)

Java enterprise development and testing of intranet portals on various web application servers (Banking and Insurance)

Development and testing as well as performance tuning of web-based intranet applications on the basis of IBM WebSphere (Banking)

Project management and project office for complex multi-team/multi-development projects (various industries)

Data management (mass data), review and correction of data quality, performance tuning of DWH (Telecommunication)

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## ILUM:E PRODUCT PARTNERS

We are proud to provide our clients the added value of our partners' expertise, which are among the leading technology and solution providers in in the field:

### PARTNER

- >>> IBM
  - >>> Microsoft
  - >>> Oracle
  - >>> PTV
  - >>> SAP
  - >>> Siebel
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Would you like more information on ilum:e services? We look forward to discussing your project questions, please contact us:

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