

# SAP CRM SOLUTION

*How well do you understand your customers?\**



Give your sales, marketing and service staff the tools to improve your customer relations and drive up profits. Empower your staff to deliver exceptional customer experiences at all touch points.

Deploying SAP CRM will provide employees and partners with the knowledge and tools to deliver a customer experience that will make your organisation stand out from the crowd. Using SAP CRM, your employees have access to information that will help them answer enquiries and solve problems in a customer-centric manner, quickly and efficiently. Your organisation will learn how to improve the customer experience at all touch points. Using SAP CRM will help employees improve client loyalty through delivering service excellence.

Getting the best return on the available resources from your sales, marketing and service delivery teams is at the core of driving business efficiency. This reduces operational complexity and total cost of ownership. Improved processes will reduce time to respond to market changes and improve your agility in challenging market conditions. Gaining better insights and visibility into your clients business helps management tap into lucrative new markets and drive up profits.

SAP CRM improves understanding in these critical parts of the business giving you a 360° view on a customer. By enhancing communication and collaboration between clients and employees, significantly greater levels of customer satisfaction are achievable.

At all phases of the IT Lifecycle, Fujitsu can support the business needs of your organisation and enhance the skills needed to help your business remain competitive.

## SERVICE OFFERING

### Consulting

Fujitsu learn about the unique nature of your business, advise and assist you achieve better ROI on Information Technology and Knowledge Management Systems.

### Value Management

Fujitsu has been a thought leader in Value Management of IT investments for over a decade and can offer a specific set of services focused on quantifying and realising the benefits of investments in SAP solutions.

### SAP Implementation and Integration

Delivering SAP Projects on-time and within budget, Fujitsu provide end-to-end solutions and turn-key projects. Solutions are built upon SAP's "ASAP Methodology" for rapid, successful implementation underpinned by Fujitsu's award winning "Macroscope" methodology.

### Application Management Services

The transition, management, innovation and transformation of your application portfolio with a commitment to create additional business value while reducing overall costs.

### Hosting

External hosting of complete systems or components assists clients with specific technology challenges.

### Infrastructure Solutions

Fujitsu can provide both physical and virtual infrastructure from leading vendors to achieve performance and availability business goals.

**FUJITSU AND SAP CRM: OUR APPROACH**

**Next Generation Application Management**

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“How can I guarantee the reliability of our operational SAP CRM system, now and in the future?”

**Implementation Upgrade Optimisation**

5

“We want to implement SAP CRM in a controlled way in our organisation and align this with our current systems.”

**Master Plan Strategy & Roadmap Definition Study**

4

“We are going to implement SAP CRM, and want to know how we can take this on in the best way.”

**Assessment Business Case / TCO**

3

“We are thinking of implementing SAP CRM, but need to get a proper view of costs and benefits.”

**Assessment Opportunity Scan**

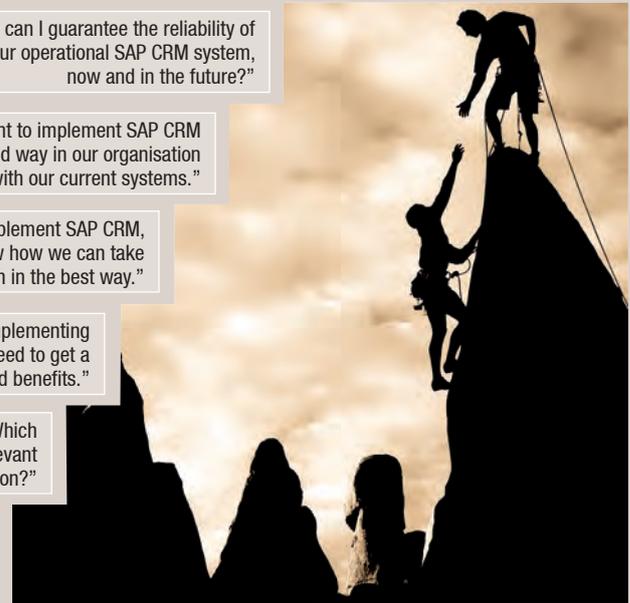
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“We are thinking of using SAP CRM. Which options are relevant for our specific situation?”

**Awareness workshop**

1

“We have heard of SAP CRM but do not know of this solution is relevant to us.”



**Why Fujitsu?**

Fujitsu’s SAP CRM team will work with your business and help you achieve the best return on your available resources and improve your processes to differentiate your products and services in the marketplace. With our business driven implementation approach supported by our world class Macroscopic methodology Fujitsu will work with you to deliver an optimum solution that meets your business needs.

Fujitsu’s SAP consulting professionals average 8-Years of real-world CRM experience. Two thirds of Fujitsu’s Practice consultants have been delivering cutting-edge SAP solutions for more than a decade. Fujitsu delivered the first SAP CRM installation in the Asia Pacific region in 2005. As the practice has grown, so too have the skills and solutions we offer to our clients . Our skill-set and depth of knowledge means we can provide support for your current and legacy SAP applications. Fujitsu’s award winning practice provides end-to-end SAP service and support that meet the needs of your business either domestically or globally.

**SAP Awards of excellence - “Gold Partner” and Global Partner**

SAP set high expectations for their partners. To achieve SAP Gold Partner status, rigorous certifications and technical expertise are required. Since 2002 Fujitsu’s SAP team have been presented with 12 “Awards of Excellence” in Australia. Architecture and Innovation have garnered two awards each and implementation services have been conferred upon Fujitsu’s SAP practice on 10 occasions.

*“With its new Community Relationship Management system in place, the Country Fire Authority is confident that thousands of community members will benefit from having ready access to the safety meeting and program information they need to help them in the upcoming bushfire season. CFA also expects greater efficiency in allocating resources to the community. Early indicators are very positive that the Fujitsu Community Relationship Management solution for CFA will provide better information support to meet community expectations of emergency bushfire management.”*

**Executive Manager Technology Services – CFA**



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**ASK FUJITSU**

Contact us on + 61 2 9113 9200 or [askus@au.fujitsu.com](mailto:askus@au.fujitsu.com) or visit [au.fujitsu.com](http://au.fujitsu.com)