

# Solutions

# Compulan



**Know and manage  
your relationships.**

**Grow your business.**

# Unmatched Experience



## **How does Compulan help you find and keep profitable customers?**

Compulan implements Customer Relationship Management (CRM) processes and software for mid-size companies to improve marketing efforts, sales and channel management, and customer support.

Compulan is not the “leading” vendor in the CRM space. Apparently, every other company in the industry is the leading vendor — at least they claim to be. Compulan prefers to skip the hype; we readily admit that there are larger companies selling CRM. But revenues from non-CRM products and services don’t add up to leadership. And there are smaller, younger CRM implementation firms trying to appropriate the same title. Yet many of these upstarts have the breadth of experience and depth of knowledge that fits on a sticky note (even without data compression).

There are five solid reasons for choosing Compulan:

### **1. We know Customer Relationship Management.**

Compulan helped establish and evolve the CRM industry. We have been installing and supporting CRM solutions since 1985 — back when CRM was about Sales Force Automation alone. Today, Compulan knows how to:

- quickly ascertain your business and process requirements for CRM and;
- bring to bear the best technologies, proven methods, and the most experienced professionals.

### **2. We’re not promoting any single CRM product.**

Compulan offers CRM software applications from a range of prominent vendors and works with you to select the best match.

**Our experts combine the right technical solutions with the best business processes for comprehensive and achievable results.**

### **3. Compulan has the most flexible and extensive CRM services.**

OK. This sounds like everyone else, but we do! Grill us hard on this in your evaluation.

Maybe your budget today only allows for a basic CRM implementation that meets most of your business requirements. As your business grows (with our help, we hope), Compulan can offer a range of services from our three groups: 1) CRM Technology, 2) Strategic Processes, and 3) Research & Development. For example, Compulan's R&D group can deliver enhancements that integrate our CRM solution with your existing email system, or add time reporting for your consultants and service people.

And, of course, we deliver product upgrades and provide post-sale support, application hosting, and ongoing training. We're not going to make it easy for you to get rid of us.

### **4. Your IT people will love us.**

Any CRM offering will require you to obtain buy-in from IT. These folks will be cautious, if not leery, about trusting an outside firm to tinker with their essential systems.

Fortunately, Compulan has exceptional technical proficiency and the experience at integrating CRM systems within a company's existing IT architecture. We promise that your IT people will like working with us. Please ask your IT managers to get to know us first by visiting [www.compulan.com/ITexpertise](http://www.compulan.com/ITexpertise).

### **5. Compulan has super-satisfied customers.**

Our clients maintain that Compulan's work improves customer acquisition, retention, satisfaction, cross-selling and up-selling. Just ask them. Compulan doesn't cure world hunger, but we're shooting for the Nobel Prize in CRM.

### **CRM Best Practices**

Compulan helps companies improve marketing, sales, support, and channel performance, just as we have since our first year in business. Our pioneering work with early contact management systems gives us great insight and experience for utilizing computerized customer and prospect information to boost team productivity. Today, we employ the latest technologies to provide even greater ROI for our customers. We continue to build on the knowledge gained from hundreds of installations over the years to recommend and deliver appropriate CRM solutions for every client.

### **Top Talent**

Compulan implements CRM strategies for regional, national, and global organizations. Headquartered outside Boston, Compulan is staffed from a talent pool enriched by world-class universities and high technology companies. Compulan has established affiliations with CRM specialists worldwide to serve our international clients with a presence across North America, Europe, Asia and the Pacific.

### **Compulan CRM = High ROI**

Compulan will help you define, set, and meet (or exceed) your CRM objectives. Do you want to find better-qualified prospects? Do you need to utilize marketing data more effectively, and forecast sales more accurately? Do you need to grow revenue from existing customers with a lower cost of sales? Should you revamp sales and support processes to improve output without adding resources? Whatever your requirements, Compulan has the expertise to help.

We are proud to have contributed to the growth and transformation of CRM into what analysts maintain it represents today — the highest return of virtually any information technology investment, when implemented properly.

## Establishing direction

Put our consulting expertise to work at the onset of your Customer Relationship Management project. Our careful planning will help ensure your success. Choose from the following services to meet your objectives:

**Strategic Planning:** With Compulan, you achieve goals by aligning CRM with your overall direction. Our strategic planning template guides you to make sound decisions.

**Needs Assessment:** By understanding your company's needs, Compulan helps you select the right path for your CRM investment.

**Process Modeling:** Our business process consulting lets you understand current processes and define improvements.

- Optimize sales and business processes
- Replicate best practices
- Streamline inter- and intra-departmental operations

**System Selection:** We recommend the best solutions from myriad products and services, because the right starting point leads to lower-cost CRM.

**Interface Design:** Compulan simplifies the front end of your system to make it as easy to use as possible, to reduce training, and to increase user acceptance.

**Data Integrity:** Part of up-front planning is ensuring that the information being fed to your CRM software has the highest data quality. Compulan improves the quality and reliability of your information by reducing errors and consolidating redundant records hidden by spelling variations, data entry errors and other anomalies. In an age when customers expect you to know them, sending multiple messages to the same person or spelling names incorrectly is bad business.

**Product Licensing:** Compulan represents multiple, world-class vendors, selected for quality, market leadership, and solid financial stability.

Through these vendors, Compulan provides:

- CRM software product licensing and installation;
- Web-delivered CRM with no software to license or install;
- hosting of your chosen CRM software applications;
- reporting and business intelligence software to monitor and measure the effectiveness of your sales, marketing and support efforts.



**Selecting the right path for your CRM investment means understanding your company's unique needs — in detail.**

# Solid Implementation



## Managing the process

After up-front planning, Compulan moves to the implementation phase in which we follow a well-defined and proven methodology. To gain the fastest return on your investment, Compulan speeds the rollout of revised business processes, fully functional systems, and trained teams with clearly defined responsibilities.

**Project Management:** Compulan assigns skilled, seasoned managers to your project, who follow proven methodologies and use industry standard project management tools.

**Change Management:** We understand how to minimize internal resistance to adopting new methods and technology, turning your users into eager participants in CRM. We make sure your people are involved in the process and understand the benefits for them and the company.

**System Design:** Creating an optimal system specification is where art meets

science. Compulan has the business knowledge and technical skill to assure comprehensive, achievable results.

**Customization:** Through a fully trained and vendor-certified development team, Compulan can tailor your CRM application for current and future needs.

**Development:** Compulan has the programming know-how to meet any requirement. Our developers are familiar with, and use, our CRM vendors' own tool kits, standard programming languages, and third-party integration tools.

**Training:** Compulan offers customized training, either in our fully equipped training facility, at your location, or through Web-based, interactive classes.

**Data Migration:** Compulan will transfer your valuable data from multiple disparate sources to fuel your new CRM system, using experts explicitly trained for this critical task.

# Continued Service



## Partnering for success

For long-term success, you need a partner that will support you after implementation. Our support specialists will work with you to ensure that you're getting the most from your CRM system. We will also modify CRM processes and software to adjust to changes in your organization, infrastructure and marketplace.

**Post-Sale Support:** Get timely responses to questions and problems with Compulan's priority assistance Hotline phone support programs and on-site service plans.

**Ongoing Training:** Compulan provides regularly scheduled, affordable training classes to keep proficiency levels high. Targeted classes help you:

- teach new hires;
- expand system usage to new locations;
- train staff to use new CRM functions.

**Enhancements:** Compulan can add new functionality as your business changes, such as custom reports and queries, wireless access, and service tracking.

**Upgrades:** We minimize disruption when rolling out new software releases and ensure that any new version functions flawlessly.

**Application Hosting:** You may consider outsourcing your complete CRM system through Compulan's Application Hosting. Benefits include the following:

- Control your total cost of ownership
- Concentrate on your core competencies
- Preserve capital expense budgets
- Reduce fixed costs

**Integration:** Compulan can link your CRM system to other applications such as ERP, e-commerce, and supply chain so that timely, accurate information is available to everyone in the organization.

## How will your company benefit?

Compulan is dedicated to helping improve the performance of your entire organization.

### Top-Line Gains

Increase sales—even during economic downturns—by maximizing the effectiveness of your sales resources. Sales automation speeds daily activities and simplifies sales processes for pure productivity. Field sales people gain time to conduct more frequent and better-informed sales meetings.

Telesales representatives reach more contacts and manage sales cycles more effectively. Salespeople are alerted immediately when interested prospects visit your Web site or respond to a marketing initiative.

### More Repeat Sales

“Existing customers are your best prospects...” is a trite saying, but nevertheless true. By giving unprecedented insight into customer behaviors and needs, CRM from Compulan enables you to anticipate and respond quickly to customer concerns. With enhanced communication between sales, marketing, engineering, and manufacturing, your firm not only improves timely, relevant communication with customers, but also enhances internal efficiency.

### Satisfied Customers

The cohesive nature of CRM will portray your company as a seamless enterprise to outsiders, eliminating fragmented “silos” that annoy customers when one department remains oblivious to the actions of others. Better service translates into customer satisfaction, which translates into customer retention. Satisfied customers also enable reference selling and powerful testimonials.

**Increased customer satisfaction means fewer emergency responses, better support load balancing, and lower overall costs.**

### Quality Leads

Compulan CRM allows closed-loop monitoring of marketing programs so you can quickly gauge programs that work best, helping make sound budget allocation decisions. Tracking qualified leads and closed business back to campaigns gives you great visibility into how your marketing dollars are performing. Never again will you ask, “What happened to all those leads we generated?”

### Better Forecasts

Accurate forecasts facilitate better planning across sales, marketing, supply chain, and financing. Realistic numbers are indispensable to executives who answer to investors or other stakeholders, and who must set expectations for analysts.

### Bottom-Line Results

Compulan applies the right resources to get CRM implemented quickly and effectively. Payback starts earlier and improvements in your processes are permanent.



# Products & Services

Compulan serves your sales force, post-sales support, marketing and channel distribution needs. We will be happy to provide you with information on any or all of the following:

- Customer Relationship Management (CRM) Consulting
- Sales Process Consulting
- Change Management
- CRM Software Licensing and Installation
- Web-delivered CRM
- Professional Services Automation
- Enterprise Application Integration
- eBusiness Integration
- Product Configurators
- Proposal Generators
- Wireless Remote Access
- Report Creation and Software



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