

# Laying The Foundations For Your Business Success



Your Business. Your Customers. Our Technology.

We required the Remediation of Clarify eFrontoffice including addressing performance and instability issues. CRM Solutions provided a range of consulting services, including training, project management, database performance tuning and performed a total project implementation review.

Sandi Douglas, Fujitsu IT Manager

## Who we are

CRM Solutions Pty Ltd was established in 1999 and remains a leading consultancy firm in the field of Customer Relationship Management. Our clients range from many of the Fortune 500 companies to small-to-medium businesses across a broad range of industries.

Solving business problems with smart technology that integrates seamlessly with your business processes is what we do best.

Our team of highly experienced consultants and software developers deliver integration projects and consulting services across the entire Asia Pacific region.

CRM Solutions is completely vendor neutral, meaning we are totally independent in regards to applications, platforms or databases. This ensures the solutions we tailor are unique, and the most effective for your business environment.

The can do attitude CRM Solutions has displayed has been terrific. I regard CRM Solutions more as a trusted business partner than a supplier. They have been an invaluable asset to our business.

Stewart McGrath, Grays Online

## What we do

We partner with you to understand your business and the critical relationships between your business goals, business processes, IT infrastructure, and your staff and customers.

Only after we have gained an intimate knowledge of your business and customers do we set about laying the foundations for your business success. We do this by developing smart solutions using innovative technology.

Ultimately our solutions provide a better insight into your business, improve your business processes, and reveal new ways of conducting your business with the goal of capturing the loyalty of existing clients and winning new customers. Because good customer relationships start with CRM Solutions.

## Our Services

Our comprehensive range of services can be chosen individually or combined to create a complete end-to-end package depending on your needs and business goals. Among the long list of services we provide are:

- Business Requirements Analysis
- Technology Evaluation
- Implementation and Integration
- Software Development and Customisation
- Project Management

Wondering what other services we provide? Tell us what you're looking for and we'll tailor the right solution for your business.

We were facing significant Data Migration issues. CRM Solutions analysed our situation and went about getting us back on track.

Michelle Crabb, Telstra Saturn

## Our Competencies

The large, complex and diverse challenges undertaken by CRM Solutions over many years has resulted in us developing a broad range of skills and competencies.

These skills and competencies can be utilised to provide complementary essentials to existing teams or as complete end-to-end solutions. Our competencies can be categorised into the following main areas:

- Operating systems
- Databases
- Application environments
- Programming environments

## Our Leading Edge

The reputation of CRM Solutions and our respected market position means we are regularly charged with the responsibility to 'road test' the very latest technologies and software on behalf of numerous CRM vendors. This affords us an insight into upcoming technologies long before they reach mainstream and is your guarantee that our tailored solutions are developed by highly skilled staff, using the latest technology on offer.

### Client

Multinational manufacturer

### Challenge

Needed to increase revenue by up selling Services to Installed Customer base.

### CRM Outcome

Successful implementation of an integrated Sales Force Automation environment, self sufficient, on time and within the original budget.

### Client

Government organisation

### Challenge

Existing project to implement CRM incorporating logistics, sales force automation and call centres was stalled, late, over budget and off plan.

### CRM Outcome

Revised the plan in three phases and executed to the timeline and new budget. The result was a fully integrated customer centric operation across multiple operations.

### Client

Emerging Australian Business

### Challenge

Operational management issues; created by lack of integrated customer data for both customer service and sales force divisions.

### CRM Outcome

Developed a fully integrated CRM platform country-wide. Benefits include a central repository for corporate information enabling better informed decisions by management about go-to-market strategies.



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