

## Company Overview

CRM manager is a leading Software-as-a-Service (SaaS) implementation and integration firm, specializing in salesforce.com and Google Enterprise solutions. As a full-service consulting partner, CRM manager empowers organizations to drive business value through a disciplined approach, innovative on-demand technology and strong business expertise.

Our business model offers complete business process consultancy and SaaS expertise in application configuration, data migration, analytics, integration, Force.com development, education/training and ongoing consulting services. Our proficiency in these areas results in rapid deployments, increased user adoption and greater competitive edge for our clients. We have expertise in a number of industries and focus on all size companies including entrepreneurial, innovative midsize, divisions of large enterprises and nonprofit organizations.

CRM manager services are also available for specific projects, such as implementing advanced functionality, leveraging AppExchange solutions, integration with back-office systems, additional end-user training, Force.com development and more.

## Structured Implementation Process (SIP)

At CRM manager, we are consultants first. We add value by enlisting a consultative approach to understand our clients' businesses, and their goals and initiatives. We then translate them into application design recommendations rather than simply asking how you want the application to look. We achieve this by leveraging our Structured Implementation Process (SIP), allowing our consultants to apply consistent methodology to each implementation.

CRM manager's Implementation Services are project-driven solutions that start with a defined Statement of Work. We utilize our SIP to provide a complete set of implementation services from business process review through end-user training. This offering is best suited for companies that are conducting their initial implementation or re-implementing salesforce.com.

Once the initial deployment and training is complete, we do not walk away from the project. CRM manager will remain in the picture to help your organization take advantage of the full power of the application. CRM manager consultants, who are now familiar with your company, will continue providing the consulting services you need to achieve your desired usability, visibility and ROI.

Our initial focus is on user adoption, improving data quality, implementing advanced functionality through custom development, AppExchange solutions and new salesforce.com releases. Our job is to evolve the application as your business needs change. In doing so, our customers typically see us as an extension of their organization. Our certified on-demand professionals will complement your internal resources, enable you to maximize the power of salesforce.com and allow your team to focus on what they do best.

**"Bringing in salesforce.com experts not only saved a tremendous amount of time for the implementation, but also helped guide us through strategic processes that gave a more structured goal-oriented approach for our marketing representatives."**

—Greg Joyce  
Main Line Health

## Services Portfolio for salesforce.com and Google Apps

Business Process Consulting  
Implementation Services  
Integration Services  
Migration Services  
QuickStart Services  
User Training  
Platform Development Services  
AppExchange Enablement  
Force.com Development  
Ongoing Consulting

## Representative Clients

Appletree Answering Service  
Ashland Aqualon Functional Ingredients  
C.H. Briggs Company  
Citi Prepaid Services  
Corporation Service Company  
Dupont  
Fiberlink Communications  
NCO Financial Systems



## Structured Implementation Process (SIP)

CRM manager's SIP is based on proven industry best practices, collaborative processes and hundreds of successful client engagements. As consultants first, our process starts with evaluating the needs of the business in order to design a solution that works. Our team provides the highest level of consulting for a successful implementation, leveraging client collaboration throughout the entire engagement to maximize the solution and achieve ROI.



CRM manager—a leading software-as-a-service (SaaS) implementation and integration firm that specializes in salesforce.com and Google Enterprise solutions—empowers organizations by driving business value through a disciplined approach, innovative on-demand technology, and strong business expertise.