



Effective project management to launch a CRM system



Customer

Bosch Sicherheitssysteme GmbH

Industry

Industry

Company profile

Bosch Sicherheitssysteme is one of the world's leading suppliers of security systems.

Role of ec4u

ec4u was the co-project manager for Bosch Sicherheitssysteme and contributed its experience with best practices to design change processes.

Benefits

The CRM project was a success for Bosch Sicherheitssysteme – thanks to active change management and the methods and tools applied to run the project.

Dynamic growth of the company necessitated revamping of the sales and marketing processes for the installation business. The goal was to support these processes by implementing the leading CRM software in the market from Siebel, and achieve the ambitious targets through effective project management.

Bosch Sicherheitssysteme is one of the world's leading suppliers of security technologies – underscored by the fact that almost one in five properties requiring security in Germany uses a system supplied by this firm.

GROWTH NECESSITATES REVAMPING OF CRM PROCESSES FOR THE INSTALLATION BUSINESS

Bosch Sicherheitssysteme installs complete customized systems and offers products and services covering all security related requirements. A close-knit network handles sales for the comprehensive range of products and services. Strong focus on growth and high emphasis on customers led to the decision to revamp sales and marketing processes and to back these with a Siebel CRM system, the leading software on the market.

PROJECT MANAGEMENT AS A SUCCESS FACTOR

ec4u expert consulting AG, a specialist in CRM projects, undertook the technical planning & implementation of the software. Scheduled for completion in six months, this ambitious target for the project was achievable only through effective project management. ec4u accordingly backed Bosch Sicherheitssysteme with its proven methods and tools and assured success through its function as the co-project manager.

CHANGE MANAGEMENT TO GENERATE USER BENEFITS

The overall success of such a CRM project depends on proper technical implementation. At the same time, it is critical to pay equal attention to the requirements and expectations of future users – the reason why Bosch Sicherheitssysteme placed great value on change management in parallel. This latter aspect thus ensured that the affected employees openly welcomed the project and helped shape the transformation. ec4u applied its experience from other projects to design the change management processes and thus make this one a success for Bosch Sicherheitssysteme.

"Our top priority was on technical accomplishment of the planned project, followed by active design of change processes. ec4u provided effective support on both these fronts."

Dr. René Deist,
Vice President IT & Organization,
Bosch Sicherheitssysteme GmbH