

ec4u - enabling the customer centric enterprise



Facts	
Foundation	2000
Main Office	Karlsruhe (D)
Other Locations	Zurich (CH), Munich (D), Frankfurt (D)
Employees	150+, 120+ Consultants

Figures per 31.12.2011		
# Projects > 140	Revenue in EUR 20,0 Mio	Growth p.a. 27,6%

One of the first Oracle Platinum Partner in Europe

The Oracle logo, consisting of the word "ORACLE" in white capital letters on a red rectangular background.

**Platinum
Partner**

The Oracle PartnerNetwork logo, featuring the word "ORACLE" in red above the word "PARTNERNETWORK" in black, all within a white rectangular border.A red rectangular award logo with white text that reads "2011 PARTNER SPECIALIZATION AWARD EUROPE, MIDDLE EAST, AFRICA".

Position: 2nd place runner up
Category: Applications
Region: EMEA
Number of participants: 164
of 35 countries

Specialized in the following product areas:

- Siebel CRM
- CRM On Demand
- Application Integration Architecture (AIA)
- Service Oriented Architecture (SOA)
- Oracle Business Intelligence (OBI EE)

*"We have trained, certified and experienced consulting professionals in CRM and surrounding areas in order to implement end-to-end business processes based on Oracle technology. Together with Strategy and Business Consulting (SBC), we enable customers to turn organizations into customer centric enterprises."
David D. Laux, CEO of ec4u expert consulting ag*

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Fusion CRM@ec4u: Problem Analysis


Analysis:

- There are several Sources, where Data is stored:
 - Siebel 8.1 (Sales, Projects, Financials, Time, Vacation, ..)
 - Microsoft Dynamics CRM 4 (Campaigns)
 - Excel Sheet with Newsletter Subscription
 - Bought Addresses
- Marketing is using all of them, Sales is only using Siebel 8.1
- Both (Sales & Marketing) can input Data

Problems:

- **Data Quality is at a critical Level => We are loosing the possibility to act fast enough in Terms of Marketing, People get contacted several times**
- **There are too many Systems, which are not synchronized**

Fusion CRM@ec4u: Use Cases

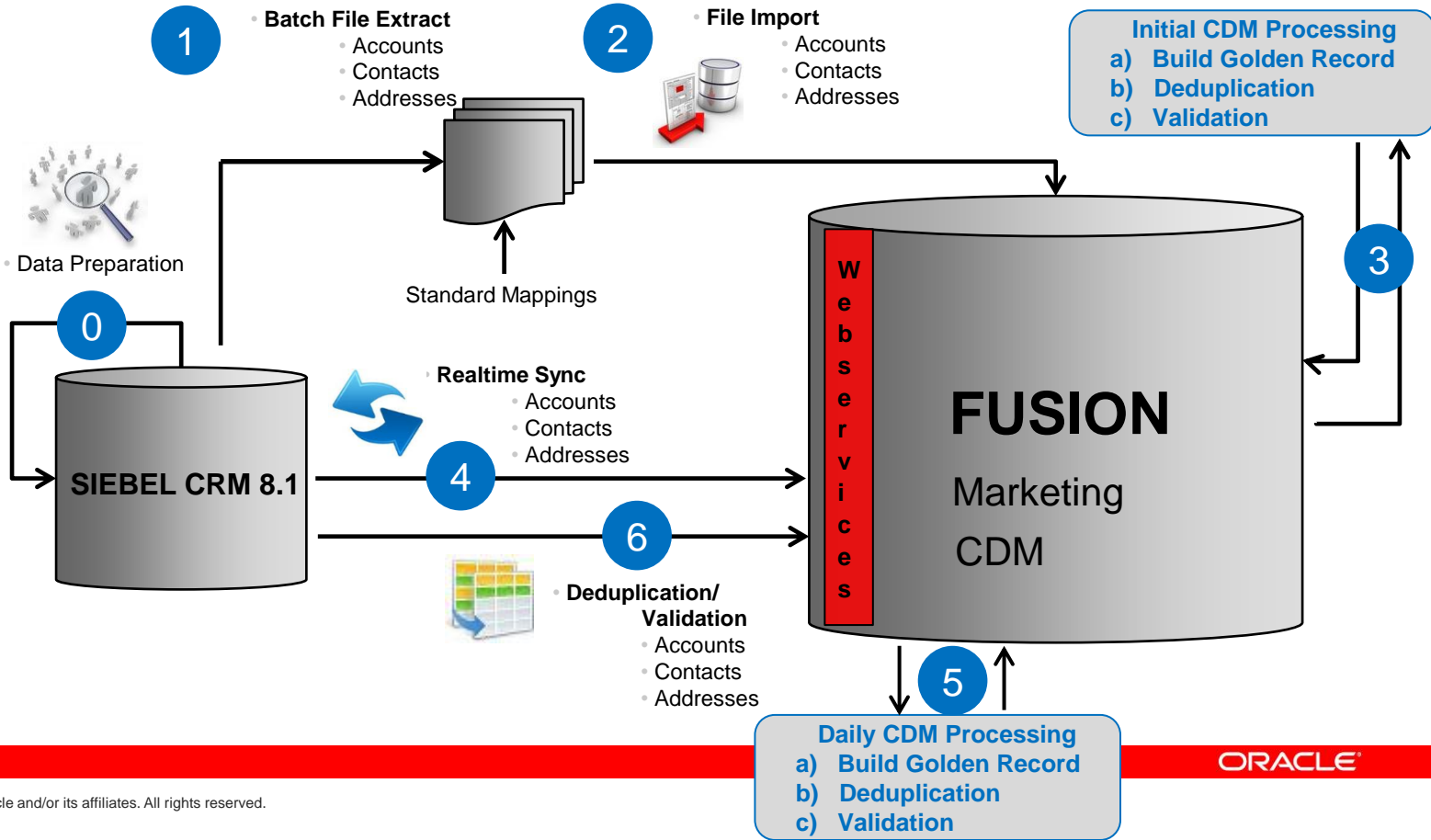
Use Case	Channel	Frequency	Target	Content
ec4u newsletter	Email	Monthly	Customer (Contact) Consumer Partner Competitor Employee	
Lead Generation	Outbound Call	Ad-Hoc	Customer Consumer	<p>Siebel Upgrade Assessments</p> <p>...</p>

Fusion CRM@ec4u: Co-Existence Approach

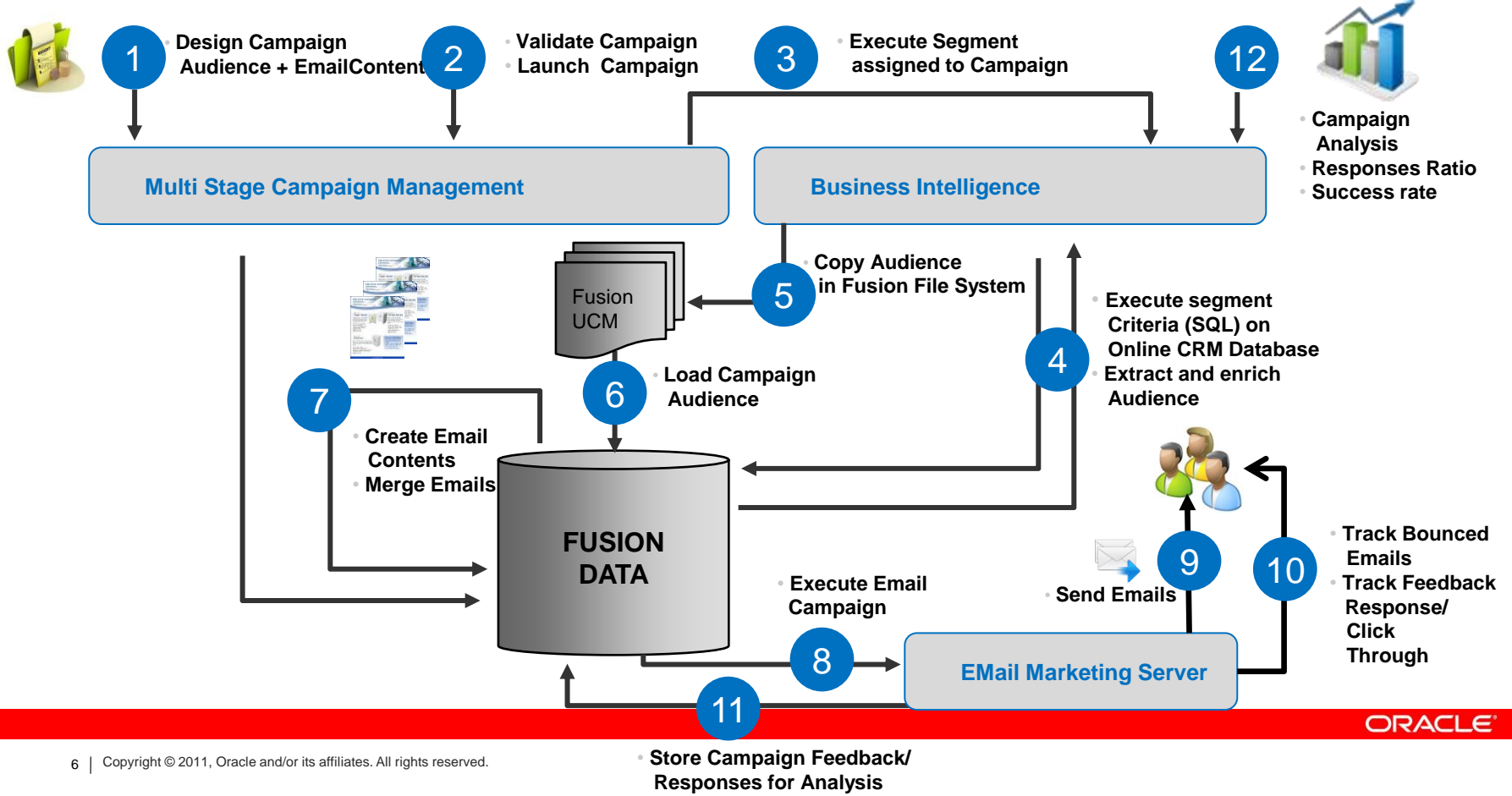
- Accounts, Contacts and Addresses are maintained by Sales in Siebel CRM, and synchronized in real-time into Fusion Marketing

- CDM Processing ensures clean data for Marketing Campaigns

- Siebel On Premise is integrated to Fusion Marketing in the Cloud via web services



Fusion CRM@ec4u: Marketing



Fusion CRM@ec4u: Benefits

	New solution with Fusion CRM	Old solution with MS Dynamics CRM
Integration	Automated Synchronized Data Fusion & Siebel	Manual process
CDM	Fully Integrated Solution CDM & Marketing	No CDM possibilities
Data Quality	Data Cleansing Deduplication	No Data Quality
WYSIWYG- Email-Content Editor	Rule Based Dynamic Content Email-Header & Footer	Standard