

i-CRMS

Customer Relationship Management

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Agenda

- I. Financial Solution Framework
 - II. Technical Architecture
 - III. CRM Strategy of i-CRMS
 - IV. Introduction to i-CRMS
 - V. Benefits
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The application execution architecture of **i-CRMS and i-SEMS** is a powerful solution that improves:

- ① Development productivity
- ② Scalability
- ③ Performance
- ④ Maintainability

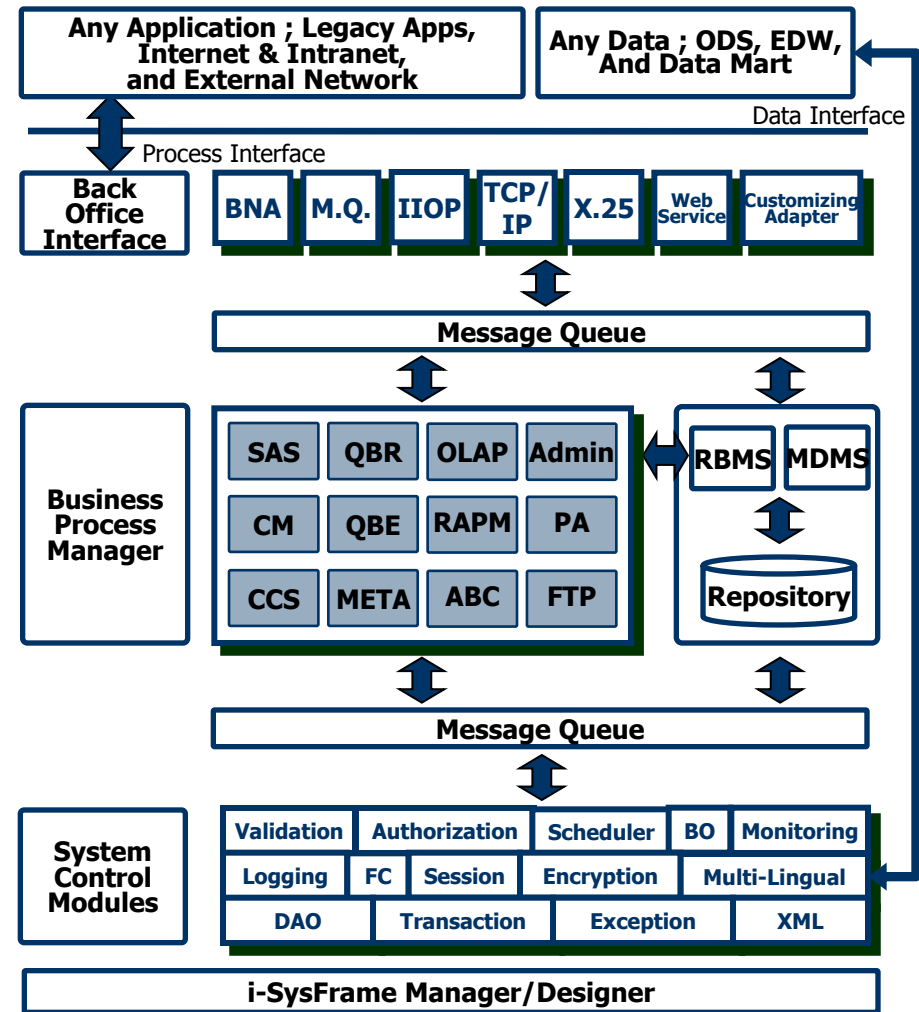
Through the '**Business process manager**' and '**System control modules**' that accommodate both business and technical requirements .

"Industry Specific Functionalities"

"Customer Orientation"

"Integration"

"Experience"

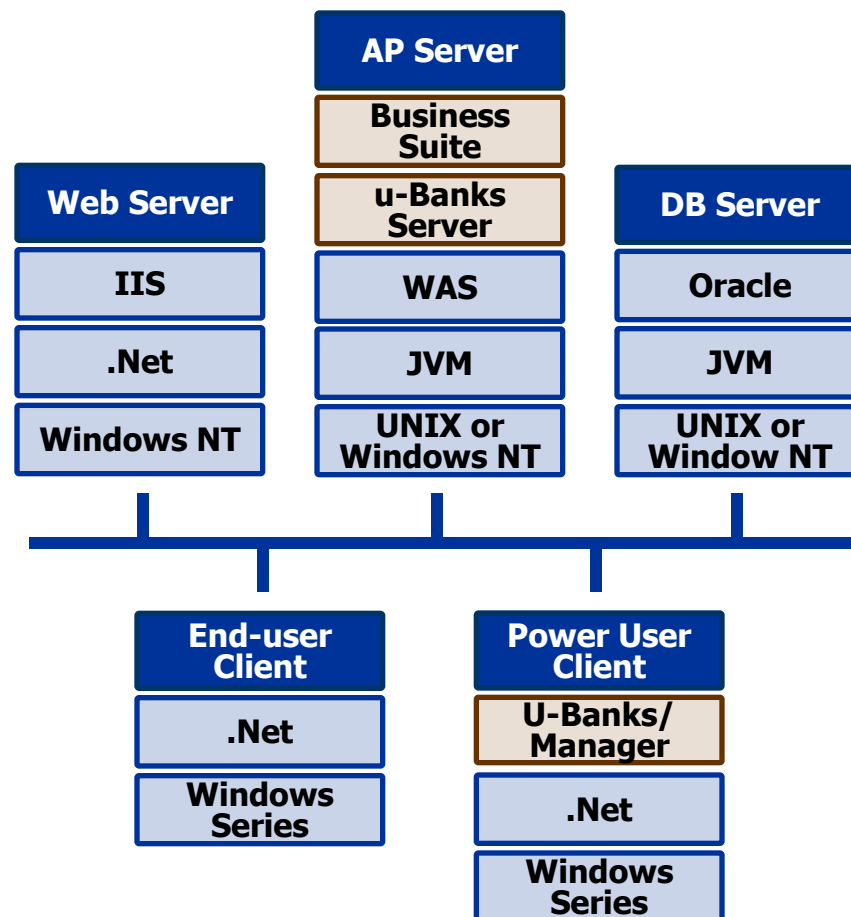


※RBMS(Rule Base Management Service), MDMS(Meta Management Service)
 BO(Business Object), DAO(Data Access Object), FC(Format Converter), SAS(Sales Support),
 CM(Campaign n Management), CCS(Customer Care Service)

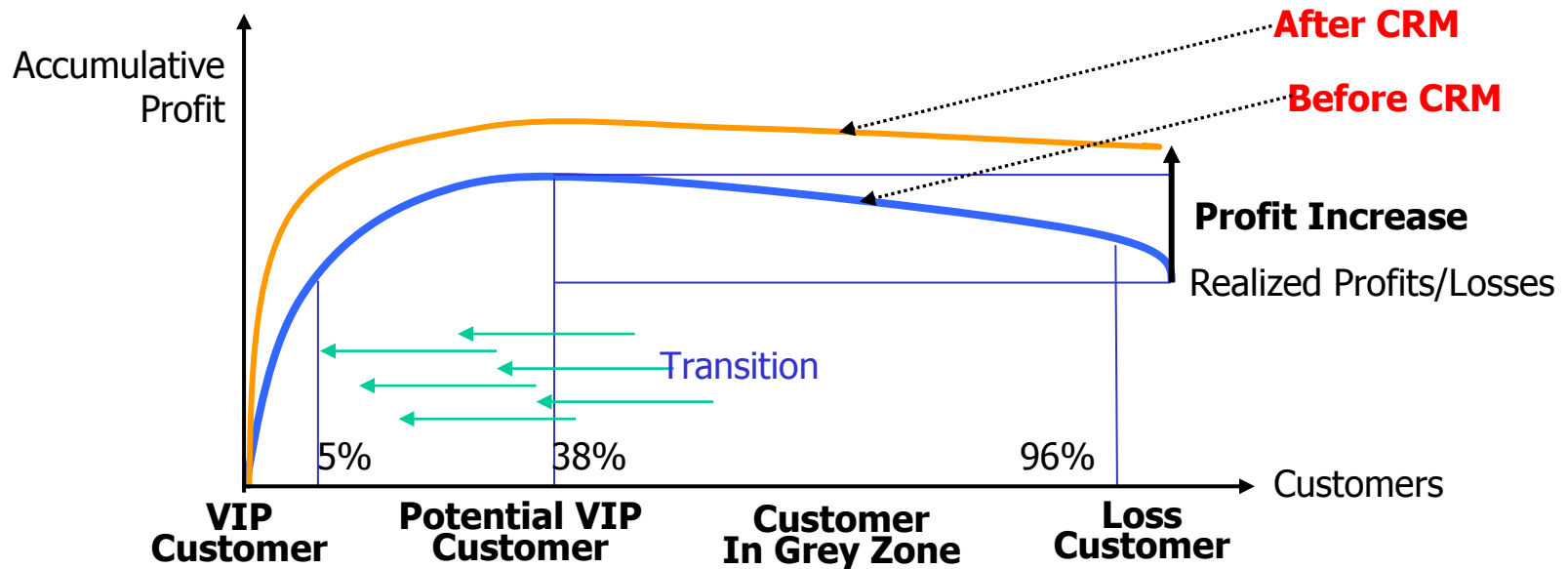
* System Requirements

Server OS	<ul style="list-style-type: none"> <input type="radio"/> Windows : 2003 or 2008 <input type="radio"/> UNIX : SUN Solaris, HP-UNIX, IBM AIX or other UNIX <input type="radio"/> Linux, Free BSD, etc
Client OS	<ul style="list-style-type: none"> <input type="radio"/> Windows 2003, Window 2008, XP, Vista, and Window 7
DB	<ul style="list-style-type: none"> <input type="radio"/> Oracle <input type="radio"/> Sybase <input type="radio"/> DB2 <input type="radio"/> Tera Data
Web Platform	<ul style="list-style-type: none"> <input type="radio"/> BEA WebLogic, IBM WebSphere, Jeus ,Tomcat, and Resin <input type="radio"/> .Net Framework (version 2.0 or later)

* SW Architecture



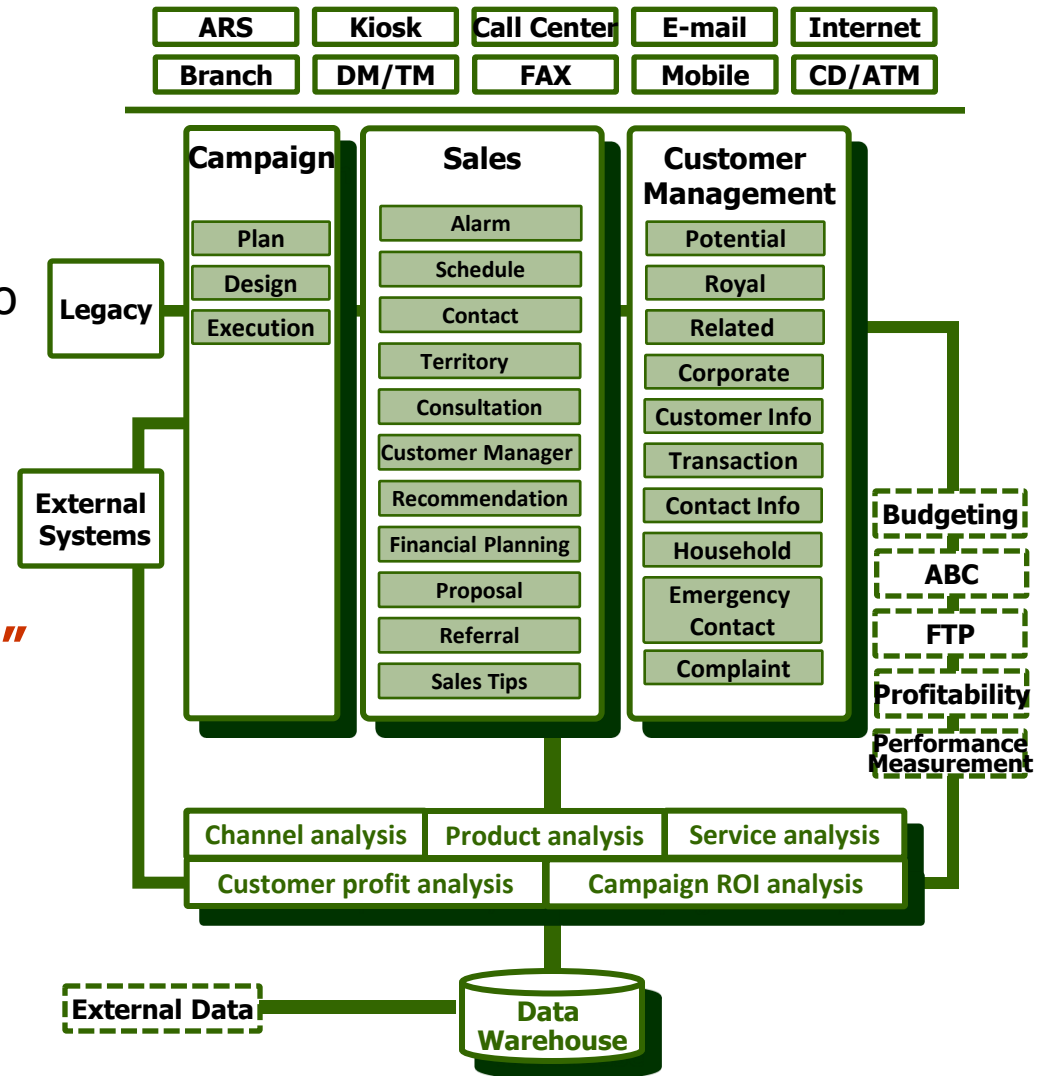
CRM Strategy of i-CRMS



i-CRMS enables enterprises:

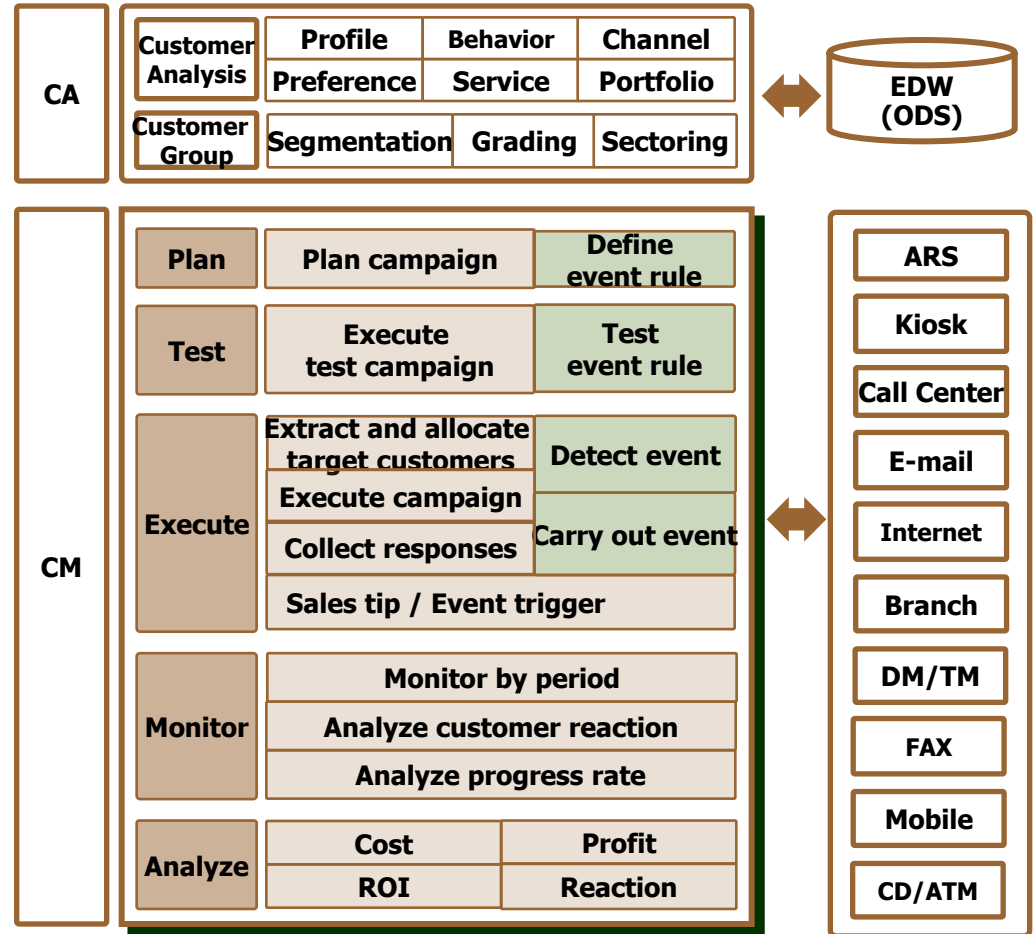
- Plan and manage sales/marketing strategies
- Carry out the strategies / efficient one to one marketing and sales activities
- As well as all of regular customer management activities

“Rapid Development and Operation”



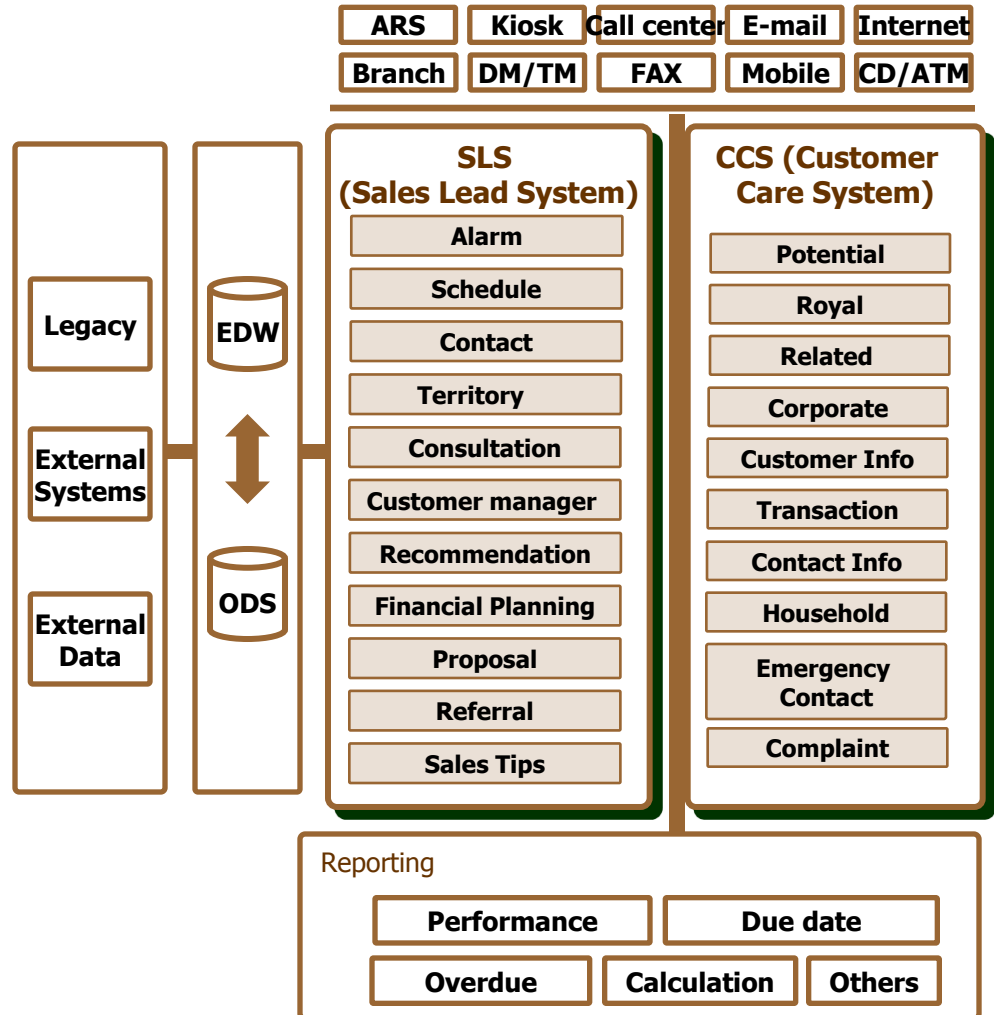
i-CRMS/CM provides closed loop solution for campaign plan, design, execution and evaluation and seamlessly interacts with customer intelligence.

- Define customer group
- Plan and design campaign
- Execute campaign
- Monitor campaign
- Analyze campaign results
- Analyze campaign ROI
- QBE (Query By Example)



i-CRMS/SFA enables branches and customer managers (including RM and PB) to carry out one to one marketing and manage their customers more efficiently by supporting entire sales process from initial contact to final contract.

- Sales process by event
- To-do list
- Sales tip
- Product recommendation
- Financial planning



* Business performance improvement

- Maximize efficiency in sales activities by providing consistent customer information
- Systematic sales management
- Improve knowledge sharing and usability
- Improve sales process
- Progress analysis by employee or team
- Work out exact profitability of each business area

* High efficiency in planning and executing Biz strategy

- Enable Efficient marketing for acquisition and retention of customers
- Optimize target marketing based on reliable data
- Realize scientific management via accurate performance analysis
- Establish profit-oriented decision system
- Support management decision for each business division

• Cost saving / Productivity improvement

- Improve productivity by reducing the time for customer contact and data processing
- Increase marketing efficiency via potential customer data
- Minimize the time and resources to manage the data required for decision making
- Minimize hardware cost via optimum system architecture

Contact Us

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Thank You !