Compaq and mySAP.com™
Customer Relationship Management (CRM)

Enhancing the customer value exchange

relationship

A market in motion
The Internet has heralded a move away from standardized products and supply-driven product centricity in favour of demand-driven mass customization and customer centricity (one-to-one marketing, service, and sales). Particularly as companies struggle to differentiate their offerings and keep up with ever-shortening product lifecycles, new sales channels and methods are essential to stay ahead of emerging competitors.

The success of any company lies in its ability to build and retain strong customer relationships. Nowhere is this more important than in the world of e-business where you can lose a customer with just a single "click". In today's business environment, understanding customer needs and personalizing every interaction — over the web, via a call center or through direct contact —

becomes a critical imperative. Meeting and exceeding the individual customer's needs helps maintain customer loyalty and the success of your business. These changing market dynamics are fuelling explosive growth in the Customer Relationship Management (CRM) market.

Accelerating the return on relationship intelligence
CRM focuses on gaining an in-depth understanding of each customer's needs and the framework required to assess the profitability of individual customer relationships, while building and retaining loyalty and satisfaction. It optimizes a business's ability to develop a committed relationship with its customers. This involves:
- Maintaining a complete customer view across all touch-points within the organization (Internet, call center, direct sales force (distributors/resellers), written correspondence, and walk-in).

"In covering the entire hardware spectrum, from enterprise servers through storage solutions to handhelds, Compaq is ideally positioned to deliver the availability, security, manageability, and scalability needed for a state-of-the-art, seamless CRM infrastructure. mySAP.com CRM solutions combined with Compaq's pervasive computing devices gives companies greater agility in managing customer relationships. Employees have access to key relationship intelligence any time, anywhere, online or offline."

Harald Martin
Global Partner Director, SAP AG

COMPAQ | **Global Partner** **mySAP.com™** **Technology**

- Developing an integrated view across the organization (one source for all customer data for sales, service, and marketing).
- Deploying customer-focused business processes (customer service center, customer self-service, target marketing/one-to-one marketing, up and cross selling).

mySAP.com Customer Relationship Management (CRM)

Through mySAP.com, SAP offers best-in-class CRM functionality via role-based, personalized user portals. mySAP.com CRM provides an open, flexible framework that seamlessly integrates front-office and back-office applications to synchronize all customer information and processes. By supporting handheld devices, mySAP.com CRM extends the reach of CRM to the entire field service, sales, and marketing organization.

Proven expertise and leadership

Compaq offers the widest choice of building blocks to ensure an end-to-end mySAP.com CRM solution. From high-availability enterprise servers and workstations to powerful desktops, notebooks, and industry-standard handhelds, Compaq ensures seamless interoperability across the entire hardware spectrum.

SAP customers choose Compaq more often than any other platform. With over 8000 SAP installations worldwide, Compaq is the undisputed leader in the SAP business applications. In the SAP on Microsoft Windows environment alone, Compaq accounts for over half the market share. Building on this proven expertise, it's no surprise that Compaq is also positioned as one of the leading players in SAP's CRM solution. To facilitate deployment and accelerate return on CRM investments, Compaq is currently working on packaged frontend solutions for notebooks based on mySAP.com CRM. It also plans to enhance usability through tools and information available on the *Compaq ActiveAnswers™* site.

The storage issue

Storage is one of the most critical components in a CRM environment. The huge volumes of invaluable customer intelligence stored in the CRM data warehouse must be continuously available and always up-to-date.

Compaq offers scalable, modular storage solutions based on *Compaq StorageWorks™* technology to address the availability, backup & restore, and manageability challenges of an mySAP.com CRM deployment. As part of Compaq's Enterprise Network Storage Architecture (ENSA) vision, Compaq supports complex, distributed heterogeneous storage area networks (SANs) and storage products across multiple operating systems and platforms. Compaq ENSA virtualizes storage, allowing vast amounts of storage to be pooled across an enterprise for use by heterogeneous application servers. Compaq continues to work on new solutions that build on and expand the ENSA vision.

With Compaq ENSA, storage resides on a dedicated, high-performance Fibre Channel Storage Area Network. ENSA is evolving to distribute the storage network well beyond the distances Fibre Channel can span. This allows Compaq ENSA to provide disaster tolerant features within the context of the storage pool while ensuring Fibre Channel performance within the pool. This ensures high-speed, high-availability access to key CRM data.
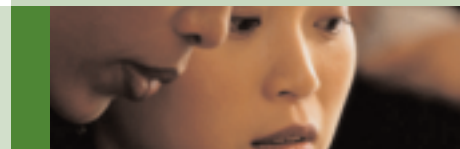
Innovative new services such as Compaq Storage on Demand help customers plot their foreseeable CRM storage requirements and plan growth paths into the future. Storage on Demand is a new, flexible financing vehicle that enables customers to install long-term forecast storage capacity today and tailor payments to meet their budgets.

The full picture

Compaq knows what it takes to make your CRM solution work. Not only do we provide highly scalable and reliable platforms, we offer a complete portfolio of lifecycle services spanning systems integration planning, design, and implementation services; business critical customer support services; and outsourcing and operations management services. Compaq Services leverages its vast CRM experience to offer a broad set of CRM solutions that integrate Compaq products and services with mySAP.com CRM. This offering is backed by worldwide service and support capabilities for remote sales professionals. In short, Compaq brings together the applications, technologies, and services required to maximize the return on customer intelligence.

leadership

COMPAQ