



Optimize transparency of customers for Integralis AG



Customer

Integralis AG

Sector

IT-services

Role of ec4u

- Projectmanagement, process analysis, requirements management
- Data migration to Siebel 8
- Training, operations support, etc.

Goals & benefits

- International acceptance of the new CRM platform
- Transnational standardization of corporate processes
- 360° view of customers for optimizing "Renewal" and "WinBack" processes
- Performance enhancement, etc.

Technology

- Siebel Business Applications 8.0
- Oracle BI Standard Edition One
- C4 3.1.7
- MS SQL Server 2005
- MS Windows Server 2003 SE/EE

Integralis AG seeks to boost revenues significantly through the application, while simultaneously pushing its strategy to cut costs and optimize procedures with this platform and offer timely and flexible services to customers.

SECURE ROUND THE WORLD

Integralis is Europe's leading global enterprise for information security. It advises companies on planning and integrating their IT security systems, to ensure secure data transmission and eCommerce transactions via private and public networks. Integralis has 19 subsidiaries spread across Germany, the US, UK, France, Sweden, Switzerland, Austria, Singapore, and the UAE. Its staff of about 450 provides 24/7 service all year round. In 2007, Integralis generated over €158 million in revenues.

STRATEGIC DECISION: SIEBEL

Having worked with Siebel v6.0 since the year 2000, Integralis had been seriously considering a switch to a new application. However, a review quickly showed that few applications would map its target requirements. Hence, a decision was reached to upgrade to version 8.0. ec4u was assigned a six-month widow to bring the worldwide sales force of Integralis up to speed on this system, and successively integrate all other departments and requirements in a follow-on half year period.

A COMMON PLATFORM FOR ALL

Integralis went for a comprehensive CRM system on a Siebel 8 platform that would also be adaptable in the future.

The project clearly concentrated on implementing sales related issues. Core processes, such as all facets of capturing contact data, systematic follow-ups of sales opportunities, and order processing are supported to primarily provide the

sales management group with extensive information on the status of activities.

Oracle's BI Standard Edition One software generates diverse analytical reports and provides real time access to sales data. Moreover, the CRM system aids management in preparing meaningful sales forecasts.

"This new CRM platform is precisely what we needed for our global corporation to appreciably boost the efficiency, closeness to customers, and certainly the cost effectiveness of in-house workflows."

Timo Dost, Director Operations Central Europe, Member of the Board
INTEGRALIS DEUTSCHLAND GMBH

Thanks to the integrated correspondence software, C4 - Business Communications Management, the system easily creates customer-related documents for Integralis. Future plans are to extend the CRM platform to the marketing and services departments as well.