

## RAPID CRM

In today's dynamic and challenging business marketplace, companies more than ever need to concentrate on building existing customer relationships and capturing new prospects. By focusing on effective customer retention, we provide you with a 360 degree view of your customer to bring out the optimum potential in your current customer relationships. RJT Compuquest offers a rapid SAP Customer Relationship Management (CRM) implementation solution which includes SAP Best Practices to help you minimize costs and leverage the most out of your customer interactions, and the opportunities to gain new ones.

### Back to Basics

RJT has targeted four core business scenarios to improve business and customer relations. Our pre-packaged SAP CRM 2007 rapid implementation will include lean campaign management, lead management, account and contact management, and activity management. RJT's focus on the sales and marketing aspects of CRM will contribute to enhance your customer base, while retaining current ones. By leveraging SAP Best Practices and RJT's proven implementation methodology, you will experience reduced costs and implementation time. Whether you are a small business growing at a rapid rate, or a large enterprise looking to solidify its customer base, RJT can help you quickly start up a CRM program to meet your needs.

### Lean Campaign Management

To maximize the effect of marketing campaigns while retaining current customers and gaining new prospects, the lean campaign management scenario will help to manage the planning, execution, and analysis of your campaign. RJT will help you coordinate and supervise marketing activities and leverage CRM analytical capabilities for heightened visibility into marketing operations using the broad functional spectrum of SAP CRM. The scenario-based implementation using SAP Best Practices secures a faster realization of value.



## Faster time to value

### Base Implementation Information

RJT's experienced consultants can quickly implement SAP CRM 2007 'out of the box' and connect it to your SAP system or as a stand-alone solution.

- Implementation Time: 8-9 weeks
  - Includes 5 standard roles
  - Base Level Cost: \$90,000
- \* excludes travel expenses



Fixed time & fixed cost = reduced risk

Rapid CRM cost and implementation time are based on base level configuration. Please contact us for more information about specific configurations.



Contact us at:  
18301 Von Karman Avenue Suite 500  
Irvine, CA 92612

RJT Compuquest  
714-979-7272  
[www.rjtcompuquest.com](http://www.rjtcompuquest.com)

## Lead Management

The purpose of a lead is to allow your business to identify the potential interest of a business prospect. Through the inclusion of the lead management scenario, RJT's rapid CRM implementation will allow you to manage your leads better to improve turnaround time for customer requests, increase understanding of customer needs, and accurately track the progress of each lead through the system's closed-loop monitoring. These improvements will lead to efficiencies that will streamline the sales process and lead to reduced sales time and cost.

## Account and Contact Management

An integral part of ensuring a properly functioning sales process is the support surrounding it. The account and contact management scenario of SAP CRM allows you to create and change accounts and contacts, compiling a master database of customers and prospects. Through this process you will be able to easily configure functions and features to a specific user role, access up-to-date information, and view an overall account fact sheet of the customer for increased sales process efficiency.

## Activity Management

To better serve a customer, you must be aware and knowledgeable of various activities and tasks that may occur during the sales process. The activity management scenario completely integrates with all CRM processes and gives you a complete interaction history for the customer. Sales activity is efficiently managed through CRM calendar integration and effective task and time management. This will allow you to successfully evaluate and manage your sales activities and relationships.

## Count on Experience

RJT Compuquest is a seasoned implementer of SAP CRM systems. For the last decade RJT has developed a reputation as a trusted advisor to numerous companies on the implementation of SAP solutions, including many CRM systems. SAP Best Practices developed by SAP are pre-configured business scenarios for CRM that are a result of decades of experience, producing a package that is predictable in cost and project time. Couple RJT's reputable experience with SAP, the leader in business software applications, and you get successful and dependable business solutions to meet current and future business demands.