

# e-CRM

eCRM

eCRM

e-Platform, e-Marketing, e-Service 가

## (1) e-Platform(e-Sales)

e-Platform (Legacy Data)

e-Marketing e-Service

e-Platform

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e-Platform

e-Platform eCRM /

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Collaborative Filtering

Rule-based Engine

ROI

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e-Platform 1998 US\$220mill, 1999SUS US\$800mill.

2000 US\$2billion 2003 125%

BroadVision, Vignette

Siebel,

Oracle, IBM IT

(2) e-Marketing

e-Marketing

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, IP ,  
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. , OLAP ,

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1998 US\$600mill, 1999 US\$140mill, 2000  
US\$350mill 2003 110% .  
Accrue WebTrends가 Net.Geneses, Net  
Perception .

1998 US\$80mill, 1999 US\$300mill, 2000  
US\$850mill 2003 140%

. E.piphany

Brodbase, Accrue .

(3) e-Service

e-Service

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e-Service

e-

e-Service

2000

100%

1998 US\$600mill

US\$140mill, 1999

US\$280mill,

2003

kana eGain

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