

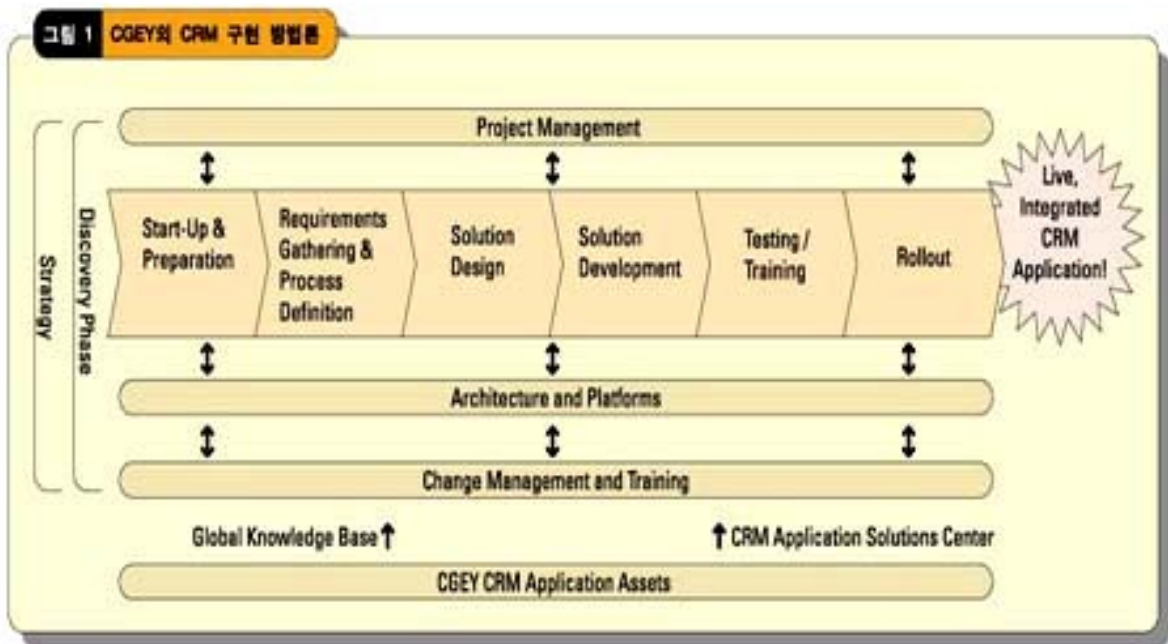
CRM

Cap Gemini Ernst & Young

CRM

| 1 |

CRM



CRM Strategy

CRM

Output

- CRM Diagnostic

CRM

, CRM

가

Workplan

- CRM Strategy Development

CRM

CRM

Fact Book,

- CRM Strategy Workshop

CRM

CRM

CRM Vision, CRM

, Prioritized Opportunities,

/

가

- CRM Business Case CRM

CRM

Master Plan

, CRM

Discovery Phase

Strategy

CRM

CRM

- Strategy Identification

가

, CRM

- Implementation Priority

CRM

CRM

- Business Case Development

CRM

가

· **Implementation Plan**

Activity Order, Timings, Resource Requirement

CRM

CRM

Project Management

CRM

Project Scorecards, Project Charter and Work Plan, Communication Plan, Project Status & Reporting

· **Project Start-Up**

· **Manage the Project**

· **Conclude the Project**

Start-Up and Preparation

Project Charter (Scope, Organization, Role & Responsibilities, Work Environments), Project Work Plan ()

Requirement Gathering & Process Definition

가

(Functional and Report Requirements) , User Profile (CRM Modules Identified),

Solution Design

Business Rules Design, Configuration Design (, Screen Flow,) , Data Sources & Data Mapping, Extended Table & Column List, List of Values, Data Visibility Design (Customer and Hierarchies) , Process Model (Context Diagrams, Business Transactions, Activity Dependencies) , Realtime Data Interface, Installed System Architecture .

Solution Development

CRP (Conference Room Pilot) , .
가 Set Up Development and Testing Environments, Package Configured and Customized to Client's Requirements, Data Conversion Approach, Data Conversion Program Specifications, Data Conversion Testing Design, User Procedures .

Testing & Training

가 System Test Environment, Package System Tested, System Test Report, Network and Load Testing Report, Training Materials (ClassroomHandouts, User Training Guides, Visual Aids) Deployment Schedule, Co-ordinated and Delivered Train the Trainer Training, Rollout Planning, Client Software Loaded .

RollOut

가 .
Detailed Rollout Plan, Converted Data Necessary for the Package, Production System Installed, Production System Refined .

Change Management & Trainning

CRM

Project Charter

가

Management Plan, Training Strategy, Training Program .

- **Solution Definition**

- **Design & Development**

- **Implementation**