

Process4E amongst the top integrators on the crm market

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PROCESS4E AMONGST THE TOP INTEGRATORS ON THE CRM MARKET

Process4E S.A., a supplier of CRM solutions has announced that it signed during the year 2004 customer contracts for the implementation of Customer Relationship Management (CRM) Software involving in total over 600 Software licenses. The majority of systems sold are based on Update Software A.G.'s "Marketing Manager 6" CRM Software.

Uli Kottmann, President of Process4E says: "We focus on larger midsize companies and our 2004 performance puts us definitely amongst the top 3 suppliers of CRM systems for this market segment - if not on the top. Customers appreciate our extensive CRM know-how in terms of business process and methodology."

"Marketing Manager 6" is supplied by Update Software A.G., one of the leading CRM vendors on the European market. Process4E's customers have joined over 700 Update's customers worldwide.

"The Polish CRM market is still at an early stage but is definitely gaining strong momentum. What we have seen in 2004 is that "visionary business leaders and owners" are those who start to invest in CRM now. All of our contracts were signed with companies which are within the top-ranks of their respective business segment", says Sebastian Podrzycki, Director of sales in Process4E. Campaign management and related workflows and automations are the most popular advanced functionalities besides service-, contract- and offer management.

CRM initiatives are most successful when the project becomes part of the company's overall process improvement plan and not simply looked as an IT investment. Kottmann adds: "A CRM implementation is fundamentally different from an ERP implementation as it is touching the companies core processes how it interacts with its customers. For

CRM you need a "strategy and a vision", and for ERP you need only "rules".