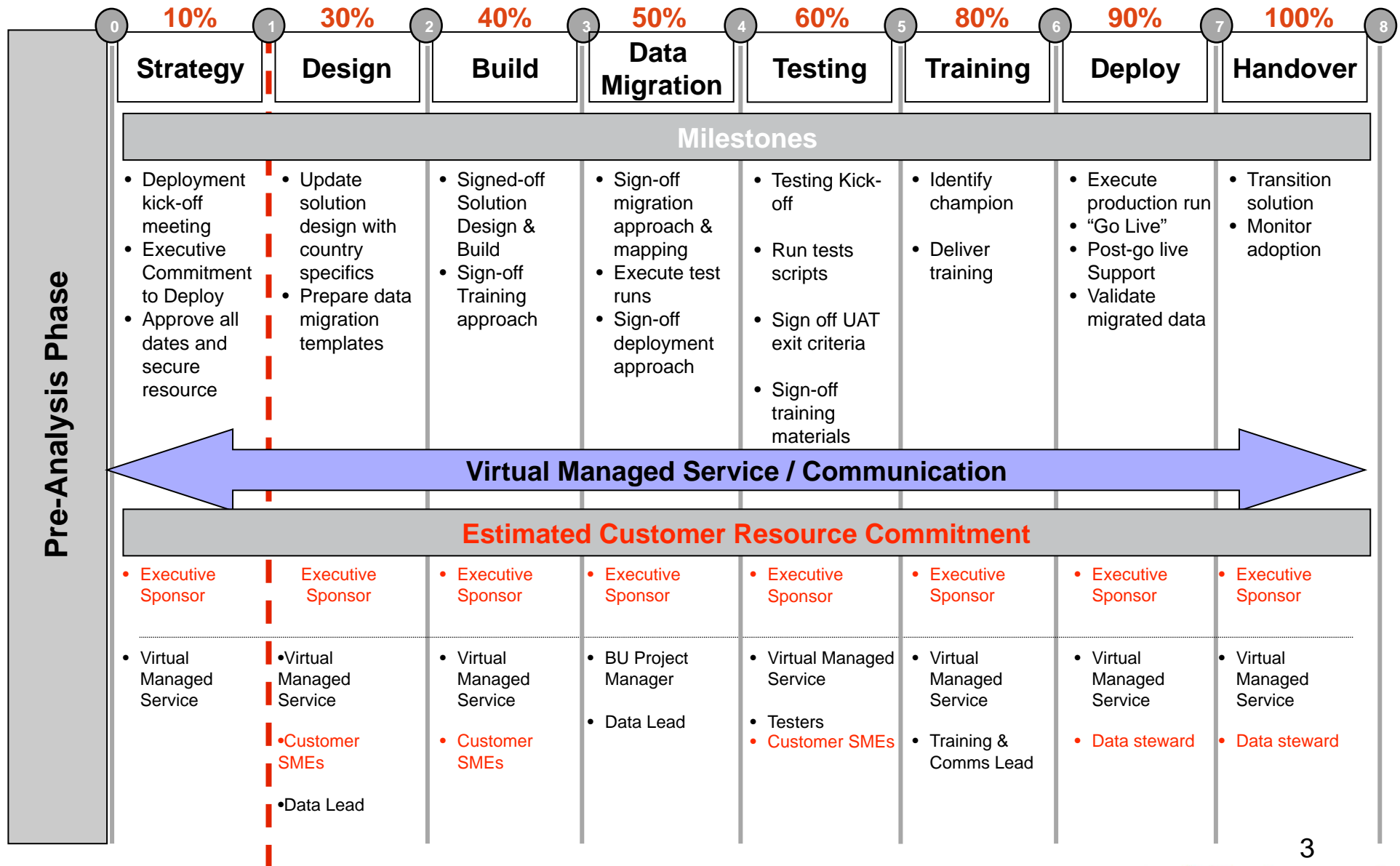


Easy to Deploy CRM - with BPI OnDemand

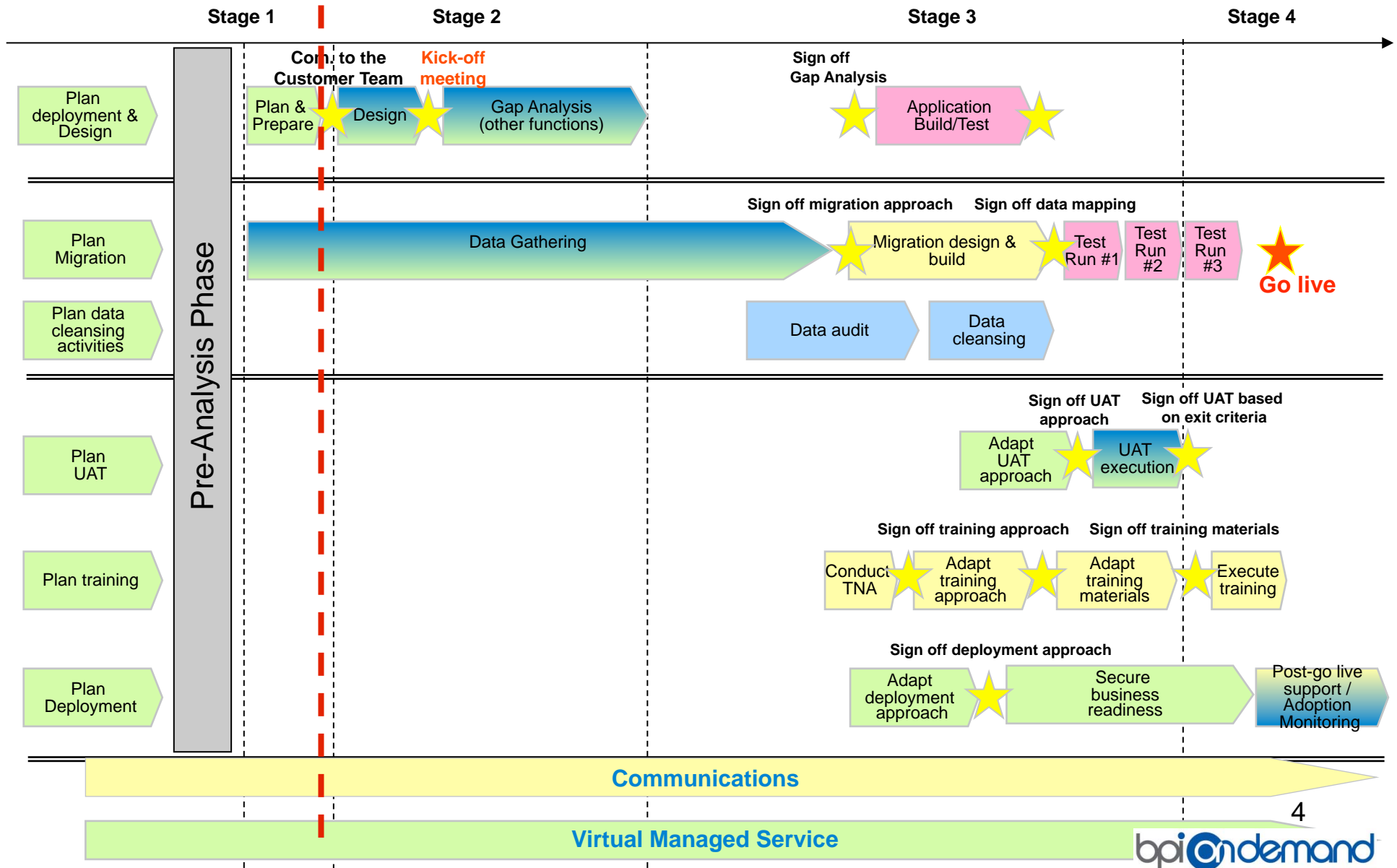
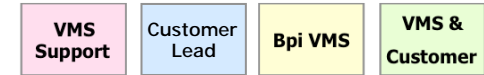
Guiding Principles / Key Success Factors using bpiVMS

- ✓ **Your Business involvement is critical** : You must be committed to providing the resource needed for the requested effort.
- ✓ **Close collaboration between bpi VMS and Your Business:** The bpi VMS will work with you to identify resource and support needs
- ✓ **Strong Executive sponsorship:** at both Director and Management Level
- ✓ **Adherence to the “core model”:** to deploy fast, CRM deployment will be industrialised and CRM will have only very limited if no customisations. Business processes might need to change to reflect CRM On Demand core processes, be ready for a change!
- ✓ **Data quality is a key component:** the success of a CRM deployment will be dependent on data quality. You will be fully responsible for any required data cleansing
- ✓ **Usage and adoption is critical** to get the full benefit of CRM at all levels (Sales, Management, Marketing, BI...).

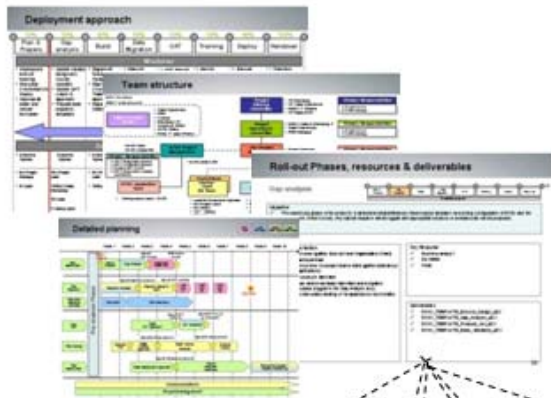
Example Deployment approach



Example of Detailed planning



Online Deployment toolkit – Just follow for Successful Implementation



- Deployment toolkit :**
- Provides overview of CRM program
 - Used as reference project charter
 - Describes common and consistent deployment approach (planning, methodology, phases, etc)
 - Describes roll-out scope and related guidelines
 - References list of deliverables templates to be used
 - Describes Roles & responsibilities across the different teams (IT, PDM, Sales Operations, L&D, ...) and deployment phases

Deliverables templates sample list :

Strategy documentation templates

Design document template

Migration template

Communication Strategy & Communication Pack

Training Strategy and Training Materials

User Acceptance Tests Scripts templates