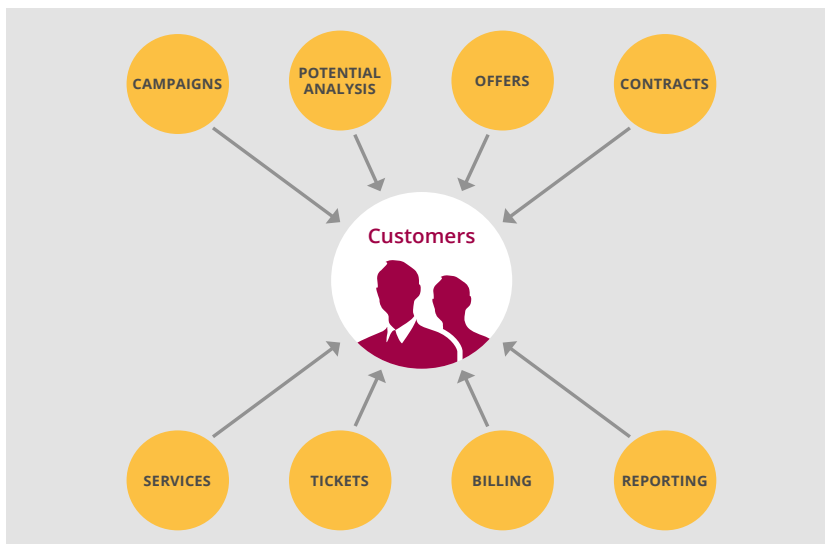


FLYER

# YOUR SOLUTION FOR IT CUSTOMER RELATIONSHIP MANAGEMENT

Customer relationship management (CRM) lets you as a service provider manage your relationships with external customers. Networking of customers, offers, contracts, supplied services, tickets, billing and the internal persons responsible gives you a 360-degree view of your services. You also establish an end-to-end process – from creation of offers, contract management to invoicing. You convey a more professional image to your customers and can also cut your sales costs, since you relieve employees of routine tasks and make decisions based on data.



## BENEFITS

### Valuemotion enables you to

Establish customer-centric service management by recording, controlling and analyzing your customer-related information

Tap new business potential as a service provider, since you can identify upselling/cross-selling potential, assess customer activities and increase your conversion rate in a pinpointed manner

Control your company with medium- and long-term sales and resource planning

Document all contract-related data (including e-mails) in an audit-compliant way

Benefit from seamless interaction with IT service management processes

Customer-centric service management

## Objectives

— Valuation enables you to create a high level of transparency in customer relationship management thanks to consolidated, up-to-date and quality-assured customer data. KPI-based analyses and evaluations of customer and order data support you in sales and corporate controlling. Service-related information and data from integrated Valuation modules and other applications are linked intelligently so that you can use customer-specific information efficiently and control your service organization ideally.

## End-to-end Management of Customer Relationships

— The Valuation CRM Manager lets you integrate and coordinate all customer-related information and relationships at your company and so gear your service organization towards customers and the future. You can cut your selling costs by digitizing sales and marketing processes, since you relieve employees of routine tasks and make decisions based on data. Insightful analyses and reports mean you can identify profitable or loss-making customer relationships at all times, evaluate services and tap cross-selling and upselling potential.

## Planning and Staging Campaigns

— The Valuation CRM Manager enables you to launch, conduct and evaluate sales and marketing campaigns with the aid of tools. You can create campaign-specific mailing lists and plan and carry out targeted actions as part of that. The activities and interaction of

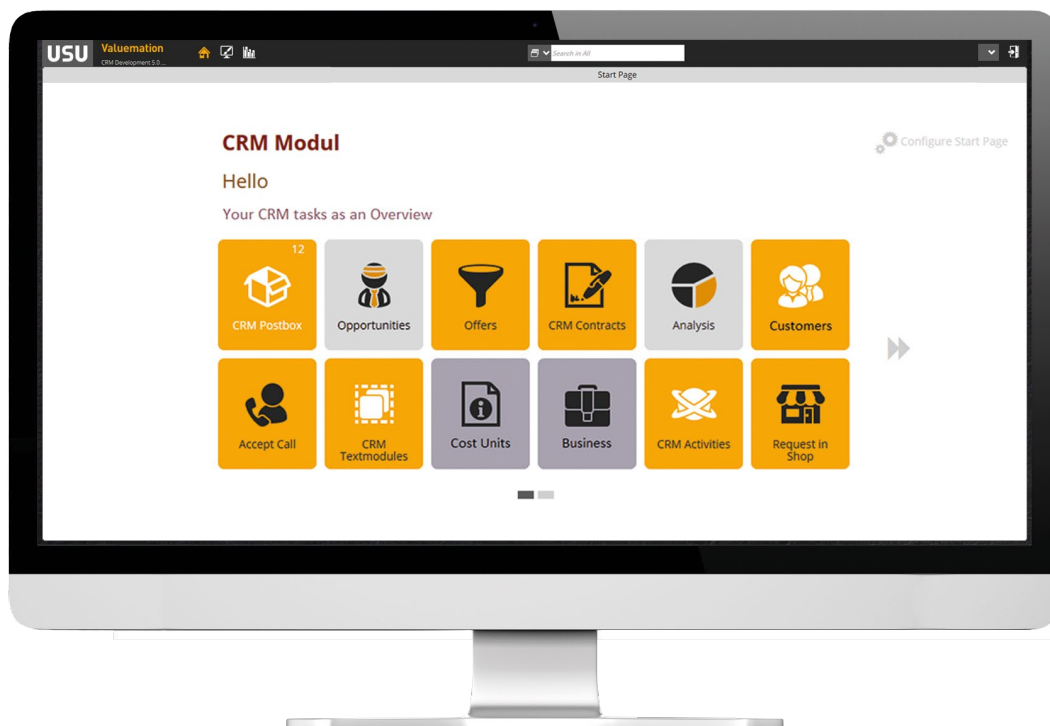
your customers and prospects allow you to identify opportunities for tapping new business potential, which you can then pass on to Sales so that it follows them up systematically. Campaign management thus plays a major part in increasing the success rate in sales, revenue and profitability.

## Linking Customer Data with Controlling Data

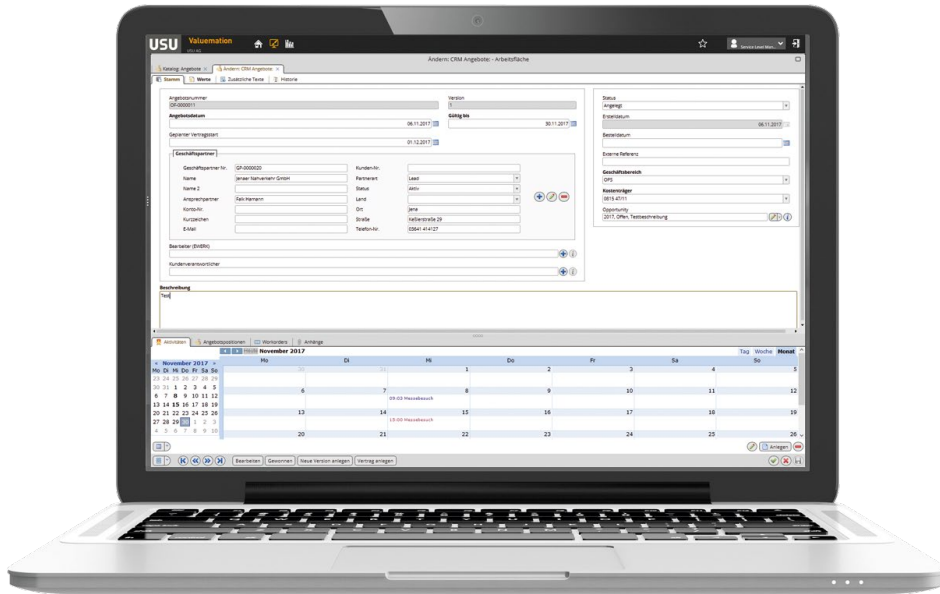
— To permit a holistic view, information from different areas of the company must be consolidated in the CRM system. To permit that, data from accounting, along with the subledgers, is shown and evaluated in the Valuation CRM Manager. Linking customer data and processes to deliver commercially relevant information means that customer support employees obtain a holistic picture of the customer. That enables an end-to-end process: from offer creation – taking into account internal service providers –, contract management to invoicing.

## Comprehensive Support for the Sales Process

— Since the entire sales process is mapped in the Valuation CRM Manager, managing directors and heads of sales obtain a complete overview of potential from various segments, such as new customers, existing customers or invitations to tender. Sales planning is shown on a timeline on the basis of the likelihood of the revenue being achieved. Sales opportunities and offers are recorded on the basis of number and cumulative revenue, while the effectiveness and efficiency of the sales channels are measured using the conversion rate.



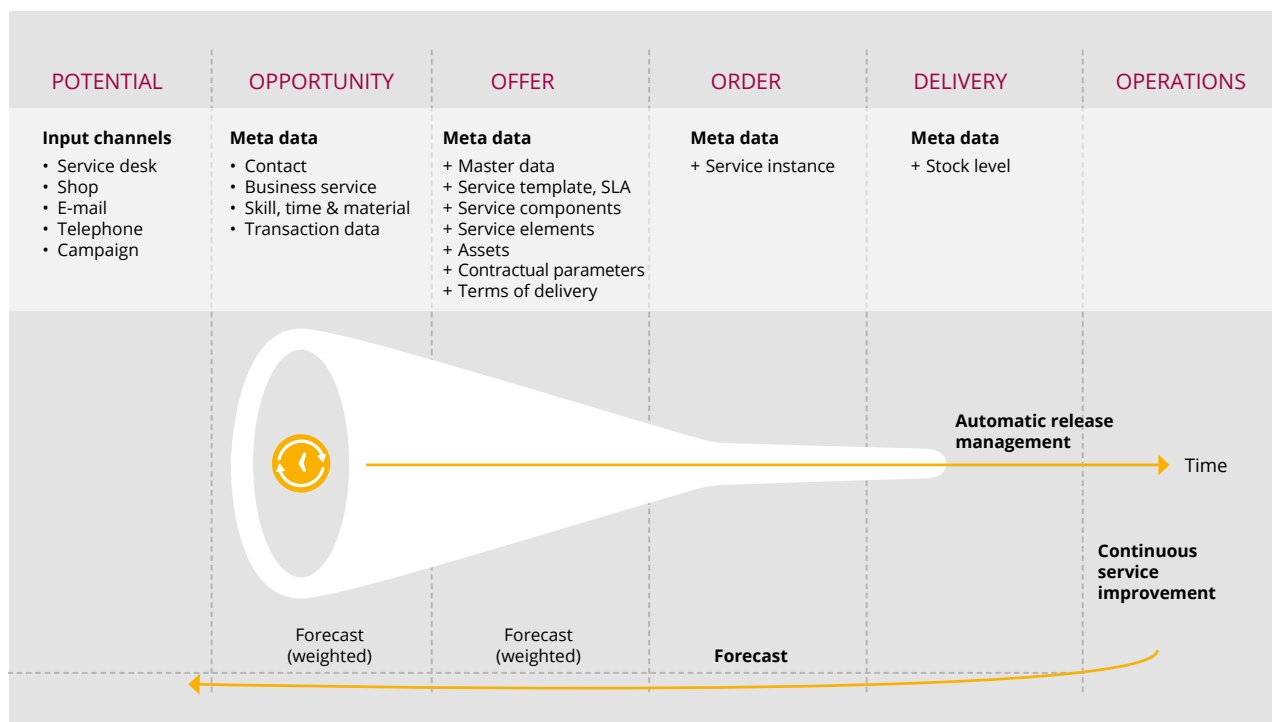
Home page of Valuation CRM Manager



Entry screen for creating offers

### Mapping of Internal Company Processes

— The Valuation CRM Manager lets you map and so standardize your individual offer, ordering and handling processes in the system. Throughput and processing times are measured, assessed in terms of costs and automatically monitored. Automated escalations indicate process bottlenecks in good time. Structured subdivision of offers into offer items and article types is applied rigorously throughout order processing. The implementation phase is shortened because all relevant information on required resources, skills, working time and material is already contained in the offer.



The sales funnel for IT services

## KEY FACTS

**Valuation supports managing directors, sales managers, and sales and service staff**

By recording, controlling and analyzing your customer-related information and campaigns

With target group-specific campaigns and automatic identification of upselling/cross-selling potential

With standardized offer and selling processes

With KPI-based reports on all sales and marketing processes – from first-time contact with customers to conclusion of a contract

In providing support thanks to rapid access to smartly linked commercial and technical information

## Overview of USU's Valuation Suite

— Valuation is a modular, well-integrated suite for efficient support of your operational IT service management. You can soon get your solution up and running thanks to preconfigured, out-of-the-box ITIL®-based processes. If changes are made in future, Valuation's flexible architecture platform ensures outstanding expandability and scalability and so investment security. You can make adaptations by customizing the solution on your own – without the need for programming or the cost of service work by outside parties. Even complex organizational structures, roles and permissions can be mapped with it quickly and easily. Apart from modules for specific IT service processes, there are overarching Valuation solutions for these subject areas:



## INFO

You can find out more about our range of services at [www.valuation.com](http://www.valuation.com)

## Software, Consulting and Support From a Single Source

— Your IT systems are replaceable – but not the know-how of your product and solution partner! As a software and consulting firm, we specialize in developing and rolling out solutions that are tailored fully to the specific requirements of IT service management. USU's process model for rolling out ITSM solutions is based on best practices and our many years of experience from more than 500 successful customer projects.

We'll be pleased to take responsibility as general contractor for your project – from design of the concept to implementation. We also provide you with competent assistance in continuous functional and technical further development of your solution during operation in the shape of consulting, training and support services.