



EBOOK SERIES 2 OF 3

CRM Unlocked: Guide To Terminology

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WHAT IS WORKFLOW AUTOMATION?

WORKFLOW AUTOMATION IS THE QUICK & EASY WAY TO STREAMLINE AND AUTOMATE REPEATABLE ACTIONS AND PROCESSES.

Whether it is emailing the customer, notifying an account manager, sending a report to an executive or shipping out a product, CRM can automate virtually any standard or unique process. Simply define the parameters for the process you want to monitor in your systems, and then define the actions you would like it to take. Actions can trigger another activity within your CRM, another system or send a simple alert or notification. Workflow automation helps to ensure that at the right time the right person gets the right information about what needs to be done and in what order.

Businesses use workflows to coordinate tasks between people and synchronize data between systems, with the ultimate goal of improving organizational efficiency, responsiveness and profitability.

WHAT IS SOCIAL CRM?

SOCIAL CRM IS CUSTOMER RELATIONSHIP MANAGEMENT FOSTERED BY COMMUNICATION WITH CUSTOMERS THROUGH SOCIAL NETWORKING SITES, SUCH AS TWITTER AND FACEBOOK.

Social brings a new element into CRM because now instead of just dealing with data and information we are dealing with conversations and relationships. These conversations and relationships take place not just from company to consumer but also from consumer to consumer.

You can increase customer engagement with access to the most up-to-date information on your customer. Hyperlinks to your contact's relevant social profiles can provide representatives with a new level of data. This more holistic view of customers and prospects can then be used to develop stronger relationships. Quickly connect with your customers through an additional channel of communication when nurturing a sales relationship or learn valuable information on industry trends or prospects' preferences.



WHAT IS SALES FORCE AUTOMATION?

Sales Force Automation Software (SFA) is a technique of using software to automate the business tasks of sales, including order processing, contact management, information sharing, inventory monitoring and control, order tracking, customer management, sales forecast analysis and employee performance evaluation. SFA systems are commonly integrated as part of a CRM.

The Aberdeen Group found that companies who adopted SFA saw their average size increase by an average of 27%, decrease their sales cycle by 16% and cut the time-to-quote by 15%¹.

SFA is a powerful tool that increases sales win rates, reduces sales cycle duration, enhances your sales team's productivity and improves revenue. Whether you're a small business or an enterprise, SFA is designed to eliminate many of the necessary but time consuming tasks associated with selling.

¹ <http://www.slideshare.net/jayh/aberdeen-group-benchmark-report>

WHAT IS MARKETING AUTOMATION?

MARKETING AUTOMATION IS THE USE OF SOFTWARE TO AUTOMATE MARKETING PROCESSES SUCH AS CUSTOMER SEGMENTATION, CUSTOMER DATA INTEGRATION AND CAMPAIGN MANAGEMENT.

The use of marketing automation makes processes that would have otherwise been performed manually much more efficient, and makes new processes possible. Marketing automation is an integral component of customer relationship management.

Business-to-business (B2B) companies are taking great advantage of marketing automation software by integrating it with their existing CRM system. This helps combine and streamline both marketing and sales efforts, and creates better visibility for both teams.



WHAT IS BUSINESS INTELLIGENCE?

Business Intelligence (BI) is the process of transforming data into information and that information into knowledge. CRM and BI are core components of the same ultimate goal: informing business decisions and customer relationships using comprehensive data. What makes CRM so valuable is the centralizing of disparate forms of data in one place.

Key features for BI are: reporting, query, online analytical processing, dashboards, scorecards, and Key Performance Indicators (KPIs).

Any good CRM software will come with flexible and comprehensive dashboards, an intuitive way to easily view and digest information such as programmed metrics and KPIs in real time. Dashboards remove the constant need to search the entire database, so managers can get the information they need and make decisions more quickly.

WHAT IS MOBILE CRM?

MOBILE CUSTOMER RELATIONSHIP MANAGEMENT IS A CRM TOOL DESIGNED FOR MOBILE DEVICES INCLUDING SMARTPHONES AND TABLETS.

The huge benefit of Mobile CRM is that it allows your teams to access customer data through a web-based browser or a CRM mobile app with cloud CRM. Key benefits include accessing up-to-date contact information, being able to add new leads directly into your CRM for your team to action and real-time reporting, regardless of your whereabouts.



WHAT IS CLOUD COMPUTING?

IT SEEMS LIKE EVERYTHING IS ABOUT THE CLOUD THESE DAYS: SERVERS ARE MOVING TO THE CLOUD, DATA IS STORED IN THE CLOUD, APPLICATIONS AND SERVICES ARE HOSTED FROM THE CLOUD.

Many companies are quickly migrating to the Cloud to benefit from:

- Cost savings
- Improved application services
- Enhanced security
- Freedom from the stress of managing IT in-house
- Eliminating potentially costly IT roadblocks; and the list continues...

In basic terms, cloud computing is the phrase used to describe different scenarios in which computing resource is delivered as a service over a network connection (usually, this is the internet). Cloud computing is therefore a type of computing that relies on sharing a pool of physical and/or virtual resources, rather than deploying local or personal hardware and software. One of the key characteristics of cloud computing is the flexibility and ease of scalability that it offers.



WHAT IS SAAS?

SAAS (SOFTWARE AS A SERVICE) DESCRIBES ANY CLOUD SERVICE WHERE CONSUMERS ARE ABLE TO ACCESS SOFTWARE APPLICATIONS OVER THE INTERNET.

The applications are hosted in the Cloud and can be used for a wide range of tasks. SaaS is often referred to as software-on-demand and in essence, renting software rather than buying it. SaaS users subscribe to the software rather than purchase it, usually on a monthly basis.

Applications are purchased and used online with files saved in the Cloud rather than on individual computers.

WHAT IS ON-PREMISE CRM?

FOR COMPANIES THAT WANT TO UTILIZE EXISTING IT INFRASTRUCTURE OR FULLY CONTROL THE CRM DATABASE FROM THEIR OWN SERVERS.

Retaining complete control of data is one reason why companies choose an on-premise installed CRM solution over hosted CRM. This is especially true for those nervous about client data such as legal or financial businesses, or if required that data be stored in the country your company is based.

In comparison to the recurring monthly cost of cloud CRM subscriptions, companies that have already invested in an IT infrastructure may calculate that an on-premise package creates a lower total cost of ownership over the longer term.

5 REASONS TO CHOOSE AN ON-PREMISE CRM SOLUTION:

- 1** Utilize existing IT investments
- 2** Retain complete ownership of customer data including CRM upgrade schedule
- 3** Avoid immediately increased monthly costs if CRM licenses increase
- 4** Utilize in-house personnel or outsourced IT resources who will manage CRM
- 5** Less susceptible to potential external connectivity issues.

A woman with long dark hair, wearing a striped shirt, is smiling and looking at a laptop screen. She is sitting at a desk in an office environment. The background is slightly blurred, showing other office workers. The entire image has a green tint.

WHAT IS WEB ACCESS CRM?

WEB ACCESS CRM IS THE MODERN VERSION OF ON-PREMISE.

With web access, your CRM software and data remain on your server, within your office building. However, rather than installing on individual desktops, your data and the CRM software is installed on your web-server and accessed by all your employees via a secure web URL, allowing them to use the system anywhere, from any machine, including mobile devices.

Similar to a traditional software solution which you installed, web access offers you the best of both worlds. You maintain complete control over all connectivity, while being relieved of the cost and maintenance involved in software updates and installations on multiple machines.

WHAT IS CLOUD CRM?

YOUR SECURE DATA RESIDES IN CLOUD WITH CRM AS A SERVICE WITH LOWER UP FRONT EXPENSE.

Unlike an on-premise application, a cloud CRM solution isn't purchased outright or owned by you. Rather like renting you don't pay an upfront cost to purchase but instead pay a monthly subscription to use the service. This will also include all CRM upgrades and service updates.

Cloud CRM is often referred to as a SaaS solution because you access your CRM and store your data on your providers secure data centre. Cloud CRM provides access to your CRM software along with all your data, without the complication of managing your own internal servers, security and software updates. This eliminates the need for you to manage the IT infrastructure required to install and maintain the software.

5 REASONS TO CHOOSE CLOUD CRM:

- 1 Removes the overhead of purchasing and maintaining a dedicated CRM server
- 2 Lowers upfront expense as it avoids software license costs
- 3 Spreads costs over the lifetime of your CRM
- 4 Enables CRM to be deployed quicker compared to an on-premise implementation
- 5 Only pay for what you use - increase and reduce subscriptions when needed



WHAT IS THE DIFFERENCE BETWEEN CLOUD AND ON-PREMISE CRM?

CLOUD-HOSTED SOFTWARE INSTALLATIONS RESIDE ON A THIRD-PARTY SERVER AND REQUIRE AN INTERNET CONNECTION TO ACCESS THEM.

Most cloud-hosted software services include updates, backups, monitoring and upgrades at no additional charge.

On-premise software installations usually reside on a dedicated server that is maintained by an organization's IT department. This provides additional control and validation but requires additional hardware to setup and a dedicated IT department to manage.



WHAT IS HYBRID CRM?

A HYBRID CRM DEPLOYMENT COMBINES BENEFITS OF ON-PREMISE AND HOSTED CRM PACKAGES.

With a hybrid set-up on-premise CRM licenses can either be purchased or rented and then installed on a managed hosting partner's server.

In some instances this solution can prove a good alternative if an off site hosting model is preferred but where greater control of the hosting platform is required than a cloud service will offer.

A hybrid option is especially suited where very stringent corporate security policies prohibit the use of a cloud solution.

Like regular hosted CRM packages hybrid CRM solutions are attractive to businesses that are keen to avoid the IT cost and overhead of managing CRM deployments in house while retaining greater control than a regular cloud solution.

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.



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