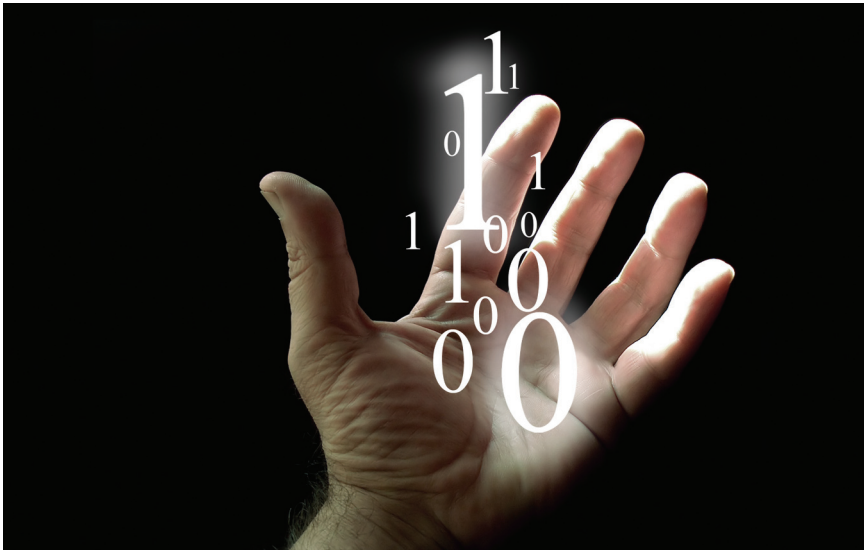


CRM.COM leverages IBM to deliver low-cost, easy-to-use customer relationship management solutions to the mid-market



The common denominator among software providers who have successfully established a foothold in the mid-market space is an ability to provide their customers with complete solutions that are easy to implement and easy to use.

CRM.COM Software Ltd., an IBM Advanced Business Partner since 2004, should know. It competes worldwide in the mid-market every day. CRM.COM customers, which operate in industries ranging from the service sector to retail to real estate development, typically employ fewer than 1,000 and generate revenues between 20 million and 100 million Euros.

CRM.COM customers are expected to meet the same quality and service standards as their larger resource-heavy competitors, but must do so with leaner staffs and smaller budgets. That is where CRM.COM steps in, delivering a customer relationship management solution with critical functionality at a

low cost of ownership in both the long and short-term.

Andros Papageorgiou, chief executive officer of CRM.COM, defined the primary criteria his software must meet in order to succeed in the mid-market: "We've got to be fast to implement and easy to manage. Our customers don't have large staffs, so it is an issue of resources."

He pointed out that his company's staff typically takes from two to five weeks to implement, and that the latest Linux®/Java™ version of CRM.COM Software is virtually self-maintainable. "Our customer can just put it on a server, and they don't have to touch it. When they need an upgrade, then we'll upgrade for them," Papageorgiou said.

The latest version of CRM.COM Software runs on any platform such as Windows®, Linux, Oracle®, DB2® or MS SQL™. Whether a user opts for a traditional on-site implementation

IBM Business Partner: CRM.COM

CRM.COM Software Ltd is a leading provider of customer relationship management software, whose solutions are designed to help reduce costs and increase profits for customer-driven companies. CRM.COM is headquartered in London.



or chooses an online hosted one, the customer gets a robust solution boasting an array of core modules for critical sales, service and marketing processes, as well as highly specialized modules developed to meet industry-specific demands.

"Our partnership with IBM has allowed us to draw on a lot of IBM technical expertise, and this has helped us tremendously with the initial development of our software."

Andros Papageorgiou,
chief executive officer,
CRM.COM

One such customer is Lumiere TV Public Company LTD, the leading pay-TV operator in Cyprus. LTV business is a high volume, consumer service-oriented and mission-critical endeavor, and it needed a CRM solution to manage all customer service processes on a 24-hour basis for more than 35,000 subscriber accounts. Among those processes: maintaining up-to-date subscriber billing and contact information, invoicing individual subscribers based on the programming package subscribed to, tracking disconnected and reconnected service and issuing pro-rated credits or invoices.

Leveraging CRM.COM Software with IBM WebSphere® – Express software running on the IBM System x™ with the Linux operating system, LTV was able to automate its customer service, optimize resources and keep costs low, while staying responsive to customers.

“CRM.COM Software is powerful, yet very easy to use,” said Michalis Kokkinotrimithiotis, LTV subscriber service manager. For instance, a call center agent with minimal training is able to carry out a difficult reconnection process all the way from calculating the fee, re-establishing the service, accepting payment and re-enabling the decoder through the real time conditional access, Kokkinotrimithiotis said.

“And IBM WebSphere provides the stability and performance we need. WebSphere enables very fast performance across our network, which consists of a central call center and retail outlets throughout Cyprus,” Kokkinotrimithiotis said. He also has also been pleased by the System x processing speed, particularly on batch invoice runs, which involve some 90,000 financial transactions.

Papageorgiou pointed out that the primary and preferred development platforms of his company are IBM WebSphere and IBM DB2. “DB2 is very robust and technically a top-tier database, and Websphere is absolutely the best Java application server; very stable and well-priced for the mid-market,” he said.

Development experts from IBM have twice visited the CRM.COM development center in Cyprus, working closely with CRM.COM technical teams during intensive weeklong workshops. “Our partnership with IBM has allowed us to draw on a lot of IBM technical expertise, and this has helped us tremendously with the initial development of our software,” he said.

CRM.COM participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve.

CRM.COM is “optimized” in the retail industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with their own solutions and other criteria.

The company has just recently begun leveraging these programs for lead generation, and Papageorgiou is excited about the possibilities. “We’re working closer with the IBM sales teams in the UK, Greece and Cyprus, extending our partnership with IBM to joint marketing and sales activities, and we intend to be much more active in the future. IBM is a great mid-market partner to have.”

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

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For more information about CRM.COM, visit: **CRM.COM**

For more information about Lumiere TV, visit: **lumieretv.com**



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