



aspadvisor

Welcome to the January edition of the **aspadvisor**.

Selecting CRM Systems

When people hear the term Customer Relationship Management (CRM) they think of technology products.

This is a limited view; what CRM strategies and systems are is a business philosophy of putting your customers first and also a commitment taken by a business to provide exceptional customer experiences.

CRM technologies are one of the methods used to facilitate this philosophy.

The key to successful CRM technology projects is a company which has processes and structures in place with the knowledge of what they want the CRM system to achieve.

So, before choosing technology, ensure that your house keeping is in order - a reputable CRM provider should be able to offer services and advice to achieve this, and you will then be in a position to know what type of CRM is right for your organisation; do you need basic contact management capabilities or more in depth CRM capabilities?

You can tell the difference between a Contact Management solution and a full blown CRM by the capability to manage Sales Force Automation, Marketing Campaign Management, Customer Care, Contact Management and Task Management / Scheduling.

So what can CRM systems do for your business?

Field sales reps can review more than just customer contact information before they make a call—they can also evaluate past sales history, credit information, and other financial data. They can even look at information for the company's other offices and run reports to find out what's been ordered and what special prices or terms the customer receives. Support and service agents have immediate access to all the information needed to completely resolve customer enquiries. This all adds up to better customer service, with obvious benefits for your business.

Another important factor is to determine how you have

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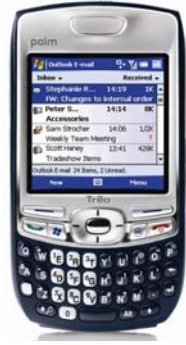
55 Belair Road
Kingswood SA 5062
61 8 8291 5000
apps@apps.com.au
apps.com.au

asp tests - Palm Treo 750 vs Blackberry 8800

A question we are often asked by clients is “what smart/PDA phone do you recommend?”

Though it will always depend ultimately on what features are important to you, we thought a comparo of the two Smartphone industry heavy hitters was in order; the Palm Treo 750 & the Blackberry 8800.

Both phones provide the same mobile email, calendar, contacts and phone capabilities, and can sync with your computer. Both have slots for expanding the memory, and seem very similar on the usability “surface”, it’s when you start to use them that you begin to notice differences.



The Treo features Windows Mobile OS, thus providing many benefits for current Windows users. While the Blackberry interface is not difficult to learn, the familiarity that Windows brings to the Treo allows you to adopt it far more quickly. The Treo comes with mobile versions of Word, Excel and PowerPoint built in, to allow you to view documents sent to you via email, or stored on the internal memory. The Blackberry doesn’t, and one of the noted drawbacks of Blackberry is that you can’t install programs on it as you can with the Treo.

The real differences become apparent when the phones are deployed in a business environment to multiple users. The majority of businesses using Microsoft Server products are using Microsoft Exchange, which will communicate directly with Outlook on the Treo at no extra software outlay, however the Blackberry requires specific Blackberry Enterprise software to be installed on the server. This can cost anywhere from \$600 to \$2,500 for the initial 5 users depending on who your mobile service/software provider is, then upwards from there.



Both are very reliable phones, and users of each passionately swear by their chosen device. The phone that’s for you will depend on your own needs and requirements, though your network configuration and the amount of other users needing the technology should also be taken into account.

I want it - how can I get it?

asp are happy and willing to discuss the best smartphone option for you, taking into consideration your current network configuration and mobile service provider. Tom-Tom ONE can be ordered from **asp**. For more information on CRM solutions, please call Laura at Acuere on 08 8361 8666.

Six Word Story

Epitaph: Foolish humans, never escaped Earth.

- Vernor Vinge

aspadvisor

asp recommends - TomTom ONE

Ever since portable GPS navigation systems have been available, we at **asp** have wanted one, though it's always been one of those gadgets that you can't justify purchasing as the UBD still "works" really well. Though now that old tattered tome could be ending up in recycling as the new TomTom ONE V3 has just been released. It has some features that might just make it a worthy replacement, even with the inherent cost disparity.

Recent advertising campaigns of similar products have emphasised longer marriages as a major benefit due to a reduction in navigational arguments — yeah right, however any professional on the road should have one, as you will never show up late for an appointment because you got lost again. TomTom will give you the option for the fastest or the shortest route & will estimate the time the trip will take you, helping you to leave on time as well. It will warn you of fixed traffic cameras, politely remind you if you are speeding, and if you connect it via Bluetooth to your GPRS enabled phone, will access the internet to give you, where available, real time information about traffic jams, delays and road-work's so you can avoid congestion.



One of the great features is "Help Me" which will direct you to emergency services, mechanics and petrol stations near your location, with walking and driving instructions and phone numbers. It also includes a First Aid Q&A prepared by the British Red Cross with specific advice for road accident situations.

Selecting CRM Systems

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your CRM delivered; is it via a hosted web solution, on premises accessed both in the office or with laptops on the road, or via PDA's and mobile phones? The choices are many and varied and will ultimately come down to what you are trying to achieve.

In our experience, organisations who plan and arm themselves with as much background information as possible to justify the investment costs of their products and services and to demonstrate where the benefits, savings, and ROI will come from ultimately select better solutions and have more successful projects as they have the end goal in mind.

When you go to market and evaluate CRM systems, selection can be made easier by devising a scoring system that makes it easy to track the various benefits and shortcomings of each product being evaluated. By tabulating these scores, the decision process is often simplified. But be sure to include qualitative information in these lists, such as a vendor's history of innovation, customer satisfaction, financial stability and so on.

Finally, never lose sight of the fact that the customer is the reason for your CRM implementation.

*Written by Laura Brooke-Smith of **Acuere**, an **asp** partner. **Acuere** clients increase their business performance using technology, processes, people and passion.*





Vaguely Interesting

Greatest Conspiracy Documentaries

Everybody loves a good conspiracy theory - whether or not you believe it, it's just great to know that you have the freedom to think for yourself on the subject. Here are a few documentaries to "inform" you.

9/11—Loose Change

This documentary looks at the events of Sept 11 2001 and asks "Was it terrorists, or staged by the US Government?"

The Great Global Warming Swindle

Is global warming really happening? Is it a natural phenomenon that has nothing to do with people? Or is it a means for control of the masses?

Conspiracy Theory: Did We Land on the Moon?

Probably the most famous conspiracy theory is that the 1969 Moon Landing was shot in a studio, and this doco presents the evidence.

Chariots of the Gods

Was all religion on Earth inspired by visitors from outer space?

Zeitgeist

The mother of all conspiracy documentaries, Zeitgeist has theories about religion, control of the US Economy, and US participation in major world wars, and just about everything in between.



Partner Profile

Pipwin is a small family company dedicated to helping Australian and New Zealand winemakers produce the finest premium still and sparkling wines. As exclusive agents for the internationally renowned Institut Oenologique de Champagne, Pipwin supplies a wide range of high quality specialist yeasts, tannins, fining agents and other winemaking products to the Australian and New Zealand wine industries. Pipwin's services include acting as a conduit for the extensive technical resources of the IOC.

The Pipwin logo features the word "Pipwin" in a stylized, cursive purple font. Above the letters "i" and "n" are three small white dots.

www.pipwin.com



Located in South Australia's world-famous Coonawarra wine region, Pipwin also provides wine makers with specialist consultancy services in sourcing wine packaging materials from international suppliers. Pipwin maintains a small commercial vineyard in Coonawarra producing both still and sparkling wines under that regional appellation.

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