

Product Information

CURSOR-CRM Web®

Start quickly. Stay flexible.



»The implementation of a sales strategy is one of the success factors in sales. CURSOR-CRM Web is the tool required for an intelligent sales management.«

Carsten Micheel-Sprenger
CEO
CMS Vertriebsmanagement

How CRM Supports You.

WHAT IS CRM?

Customer Relationship Management (CRM) is a business strategy which aims to gain profitable customers for the long term.

The basis of a successful CRM is a customer-oriented design of all business processes. The goal is to impress your customers with service that addresses their individual requirements and needs.

For this purpose, your sales, marketing and customer service staff need comprehensive information about customers and markets. These information are provided by CURSOR-CRM Web.

THRILL YOUR CUSTOMERS

CURSOR-CRM Web can be implemented quickly and offers you flexible extension options.

The CRM software enables your staff to record customer data in a systematic manner. Required information can be accessed quickly and transparently. With an integration of relevant IT applications, the CRM system becomes your company's central information platform.

Notably, this significantly accelerates daily processes such as offer creation, schedule management, information provision as well as campaign and event management. Your customers and employees will be thrilled.

CURSOR-CRM Web can be used via the internet at a monthly fixed price. Maintenance as well as updates and support are included.

CLOUD-CRM: ANYWHERE AND ANYTIME

You can access your data worldwide via internet browser and web client as well as via the CURSOR-App for smartphones and tablets.

With CURSOR-CRM Web, you combine the advantages of cloud software with the data security of your own IT. The CRM is operated in your company and all data is saved there, in your private cloud (or on request in a German computer centre of our IT partner).



Your data in safe hands.

Cloud-CRM in your own IT.

Your Advantages.



ADDRESSES AND CONTACTS

CURSOR-CRM Web shows you all information of companies and people: contact data, phone calls, meetings, projects, documents and much more. All information is saved centrally and can easily be kept up-to-date. Historical data can also be accessed at any time.



SCHEDULES AND ACTIVITIES

Meetings, tasks and reminders, etc. can be planned and organized in the CRM. All important information is linked to the corresponding data set: what, when, with whom. The option to show the calendars of all employees provides you with a clear overview.



SALES MANAGEMENT

Create and calculate offers while out and about – CURSOR-CRM Web provides you with all required information and offer items. This way, your customer receives the offer promptly. Details and changes can be discussed on the phone, and you often receive the order before the end of your working day.



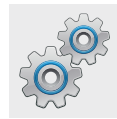
MARKETING AND CAMPAIGNS

Plan and execute campaigns with the support of your CRM. Target groups can be selected precisely and the required resources are clearly allocated. The mass mailing function guides you through the entire process – from choosing the template and recipients to sending the mail.



SERVICE AND SUPPORT

Service requests and complaints are transparently recorded, categorized and processed. Specific product questions or reviews are forwarded directly to the responsible department. An automatic report provides service staff members with a real-time overview of all of their activities.



PROCESS MANAGEMENT

Reducing costs, accelerating workflows, minimizing risks and ensuring quality – these are but a few of the challenges in times of increasing competition and quickly changing business requirements. The flexible tool CURSOR-BPM (Business Process Management) enables you to use new opportunities and to react quickly to changing market conditions.

»CURSOR-CRM Web helps us to manage our customer network professionally and to provide our customers with excellent service.«

Heiko Schelberg
CEO
GIESSEN 46ers
(Basketball Bundesliga team)



The Right Edition for You.



EDITION BUSINESS: YOUR FLEXIBLE CRM PACKAGE FOR SALES, MARKETING AND CUSTOMER SERVICE

Start quickly, stay flexible; CURSOR-CRM Web Business is a web-based complete solution for successful information- and customer relationship management in sales, marketing and customer service, including support. The CRM system is preconfigured and ready-to-use once your private cloud has been set up.

You can use your CRM solution around the world with any web-enabled device. For your smartphone and tablet, you will receive the practical CURSOR-App. A Computer Telephony Integration (CTI) is optional.



EDITION PROFESSIONAL: YOUR COMPLETE SYSTEM FOR CUSTOMER RELATIONSHIP- AND BUSINESS PROCESS MANAGEMENT

For maximum individuality and flexibility. The Professional edition allows you to customize your CRM system according to your needs; create new information areas (entities), additional data tables and use the integrated BPM module to design automated processes. A CTI (Computer Telephony Integration) is included.

This design freedom keeps you independent from external service providers. We would like to thrill you – not 'bind' you. Your staff can adjust or extend the system via customizing.

»Thanks to the web client, our field sales force has access to all information in our CRM.«

Ralf Poll
CEO
NEW Niederrhein
Energie und Wasser GmbH



Software That Will Thrill You!

Function Overview	Business	Professional
Address and Contact Management		
Business partner and contact person management	✓	✓
Duplicate check	✓	✓
Schedule and Activity Management		
Meetings, reminders, tasks	✓	✓
Outlook synchronization and integration	✓	✓
Communication management	✓	✓
Document Management		
Create, save and link documents	✓	✓
Sales Management		
Sales opportunities	✓	✓
Create and calculate offers	✓	✓
Product management	✓	✓
Sales forecast and sales reports	✓	✓
Marketing Management		
Campaign management	✓	✓
Mass mailing and form letters	✓	✓
Service Management		
Ticket and complaint management	✓	✓
System Administration and Extension		
Administrative console for configuration work	—	✓
Create custom data objects and tables	—	✓
Computer Telephony Integration (CTI)	optional (9 €/month)*	✓*
Process Management with the BPM Module		
Visual process designer	—	✓
Automatic process execution	—	✓
Monthly Charge **	45 €	75 €

* Subject to technical feasibility, price excluding installation costs (charged as incurred) and the statutory VAT.

** Licence price per user (excluding the statutory VAT). Includes updates. Not included are consulting and customizing services. Some of the CRM functions require software licences from third-party providers, which may result in additional costs.

The General Terms and Conditions of CURSOR Software AG shall apply exclusively. See www.cursor.de/en/legal-notice

First-Class Consulting Services.

TOGETHER. THRILLING. THRIVING.

The CURSOR tagline sums it up – for us, CRM is more than software. We advise you before, during and after the CRM implementation. According to your wishes, we are happy to customize the software for you. The CURSOR-Academy offers training classes for users and administrators.

YOUR SUCCESS IS OUR GOAL

It is our mission to be a strong and reliable partner who offers you the best solution for your individual requirements. Our consulting team consists of experienced industry experts who support you comprehensively with the implementation, maintenance and optimization of your CRM application.



from left: Jürgen Heidak, Consulting Director,
Markus Keil, Team Leader IT Consulting and Academy,
Steffen Homrighausen, Team Leader Business Consulting

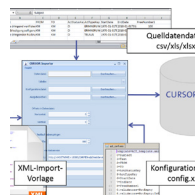
6 steps to a successful CRM implementation

Please choose which consulting services you would like to book for your successful CRM implementation. We are happy to send you an offer for your individual requirements.



SITUATION ANALYSIS AND TARGET DEFINITION

Analysis of your requirements and creation of the specification.



DATA TRANSFER

Import of provided company and personal data.



CUSTOMIZING

Extension and adaptation of the CRM application to your individual requirements.



REPORTS AND TEMPLATES

Creation and implementation of reports and templates.



INTEGRATIONS

Interfaces to third-party systems, CTI or connection to web services.



TRAINING CLASSES

Administrator and user training classes in small groups. At your premises or at CURSOR.

Why CURSOR-CRM Web?



QUICKLY READY

CURSOR-CRM Web is ready for use immediately after the application has been set up. Via web browser and app, you can access your data from anywhere and at any time.



FROM ONE SOURCE

CRM software, consulting services, implementation, training classes and support come from one source. Your advantage: One contact person and fast reaction times.



CUSTOMIZABLE, FLEXIBLY EXTENSIBLE

You receive all required information at a glance. Additional user accounts, new features and business processes, IT integrations – your CRM system can be adapted to your current needs at any time.



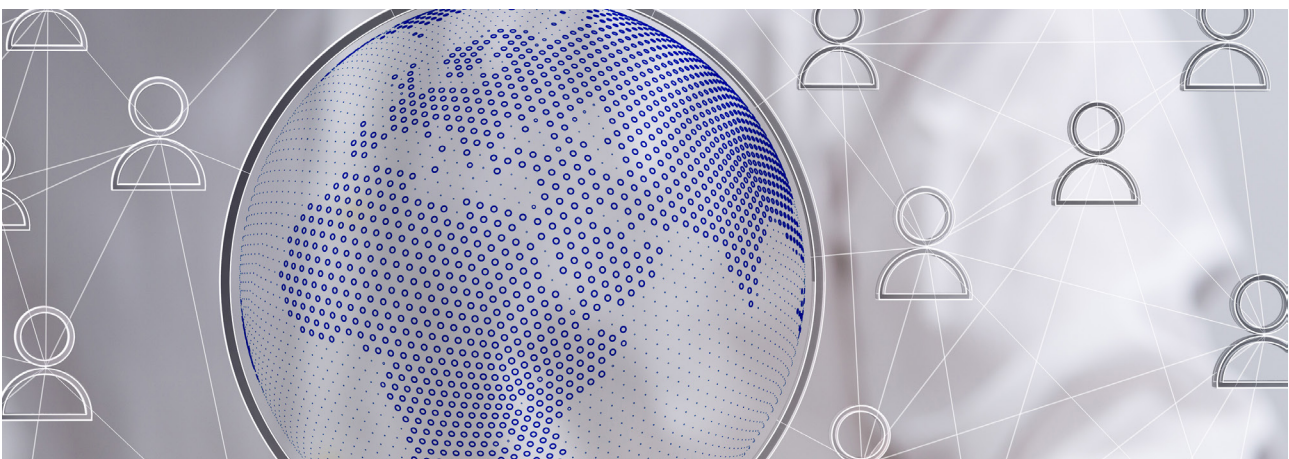
FIRST-CLASS CONSULTING

Tried and tested, flexible standard software is the basis. By means of custom consulting services and an efficient business process design, we will together create a CRM solution that will thrill your customers and staff.



FULLY SECURE

Your data is safe with CURSOR-CRM Web. This is ensured by means of a multi-level security concept which includes the private cloud (operation and data storage), encrypted communication and individual access rights.



References (Selection)



TOGETHER. THRILLING. THRIVING.

For more than 25 years, CURSOR has been one of the leading providers of software and consulting services in the fields of customer relationship management and business process management (CRM and BPM).

CURSOR customers receive award-winning quality:



OUR CORE COMPETENCES:

- Energy (sales and grid)
- Service sector, facility management
- Finances

Further industry solutions for associations, the industry and the health care sector are provided by our partners.



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