

**We deliver Business Solutions
for your sales, marketing and
customer service organizations**



Castle CRM

Castle CRM Business Solutions

We develop business solutions based on:

- your business focus
- near and long term objectives
- process optimization
- leading edge technologies

Our approach aligns to your core business objectives

We have over 30 years experience in designing and implementing business solutions

We integrate with your existing infrastructure offering innovative solutions

We build the best solution balancing cost and functionality

**We don't just implement
the right technology...**



**...we provide the critical bridge
between strategy
and business solutions**



Castle CRM's Global Solution Delivery Process

Workflow Analysis

- Analyze customer profile and behavior
- Strategy analysis
- Event analysis
- Baseline processes

Optimization

- Define batch and real-time event rules:
 - ▶ Sales
 - ▶ Marketing
 - ▶ Service
 - ▶ Reports
 - ▶ Activities
 - ▶ Processes

Data Modeling

- Build and analyze data models
- Requirements
- Workflow improvements

Personalization

- Build personalization rules
- Process optimization

Solutions Integration

- Project requirements
- Project plan
- Project documentation
- Technology improvements

Service Delivery

- Adoption techniques
- Systems integration
- Solution management
- Solution deployment
- Support

Castle CRM's approach includes: workflow analysis, optimization, data modeling, personalization, solutions integration, and service delivery

Castle CRM's Services

Business Solutions

Sales Strategy Development
CRM Strategy Development
Sales Process Development and Re-engineering
Opportunity Management and Process Optimization
Support Process Design
Lead Management Solutions

Professional Services

System Development
System Integration
Business Analysis Assessment
Technology Needs Assessment
Executive Dashboards
Custom Reporting
E-mail Marketing
Customer Database Analysis
Product/Customer Mix Analysis

We add value to our Client's Business

We have a sound understanding of our Clients' operations and corporate goals. As a thought leader in the industry, we continually bring knowledge and new ideas to them. In partnership, we develop, execute, and deliver inventive solutions to enhance their competitive advantage. Total client satisfaction defines our success.



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SAGE CRM SALESLOGIX

Castle CRM
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