

Mobile CRM Solution for the Sales Force at Melitta SystemService

Frankfurt, 14 February, 2002 – The sales force at Melitta SystemService GmbH & Co. KG in Minden will in the future be able to access customer data directly even when on the road. Melitta SystemService gave the job of designing and implementing the customer relationship management solution (CRM) to the SAP and IT service provider itelligence. The first step is to provide all of the sales representatives with the relevant customer information on their laptop computers. An expansion of the mobile customer management to include the employees in the technical customer service is planned.

Melitta SystemService believes that the implementation of the mySAP CRM component Mobile Sales will provide useful information regarding the collection and evaluation of customer data and an instrument for coordinating activities between the sales force and the technical customer service. Functions as the administration of customer and potential customer data (including histories), a depiction of the product line, organization of visits, reporting and campaign management will provide the foundation. The supplementary functionality for recording opportunities for the discovery of new sales and market openings is of key significance for the manufacturer of industrial coffee makers. It is therefore possible to make use of existing enquiries in digital form for management of the sales representatives. For the first time, the sales force can easily document and track at a central location potential requirements for replacement purchases or new investments at large consumers such as restaurants, hotels and offices.

“itelligence’s solid expertise in the use of CRM solutions and the realization concept tailored especially to satisfy the process demands of our industry convinced us”, says Jürgen Staar, head of IT at Melitta SystemService GmbH & Co. KG. “We took off with the pilot group in November 2001. The complete roll-out will take place in the first quarter of 2002.”

itelligence AG, a leading international SAP and IT full service provider, employs 1,400 highly qualified consultants at 44 branches in 18 countries. The range of services comprises specialized vertical SAP solutions and proprietary individual software technologies complemented by full integration of highly complex IT and e-business systems including outsourcing and services.

Investor Relations/Public Relations:
Katrin Schlegel
Tel: +49 521-91448 106
Fax: +49 521-91445 201
katrin.schlegel@itelligence.de

itelligence AG
Königsbreede
Tel: 33605 Bielefeld
Germany
<http://www.itelligence.de>