



relaxed relations

NEWSLETTER

Ausgabe 2/2009



9VcRf dXVSVc+

3. C 5Gf:_Wc^ ReZ _ddj ddV^ V 8^ S9 8V^ cXIE UedDež" 5l(') (! <R_UV]
h h h žl^ RæTc^ žUV nh h h žl^ RæTc^ žTY

Die Themen dieser Ausgabe

Neues aus Kandel

3

3. C SVZ^ G5 > 2 n5 Rv_dTYf ek SVZ3. C n2_h V_UVcg` aedRX `D> 2CE4C> f_U
RSRdf3f dZ_VddID` Vh Rv` m` VfV > ZRcSVZvcnEVc^ Z_g` cdTYRf

Das ist NEU in SMARTCRM

4

4` ^ a]R_TV f ` UVc`H VcgVadV\vedZY Z_:YcV^ 2Uc/ddSVdeR_UO` m
D> 2CE4C> ZDTR`Vc.f 2Uc/ddV` dTY_V]] f_U f` _` ^ a]kZ/cVdRddV`

Anwenderbeispiel: INTERNORMEN Technology GmbH

6

6dRyd/_DZ/ ^ VYci SVcURd Ac [Vd Skh Z@S[V\exVdTYO\SVZ:? E6C? @C> 6? f_U UZ/ UR^ Z
gVcSf _UV_V_ 3Vd` _UVcVZV_ SVZ2_XVS` aedTYc/Zsf _X f_U Ad/Zd _Uf_XZ

CVUR^eZ`_+

5R_Z]REcVae h f UR_Z]RZcVae h 1 d^ RaetC^ ZUV
5Vc D> 2CE4C> I? Vh d]VaeVc f_U R]V URcZ_V_eV]eV_V_ 3VZcOXV dZ_U f cVSVSd
c/TYcZY XVdTYi ekeZ5Vc? Vh d]VaeVcVadTYVZeUcV^ R] [OYcZY f_U h ZU aVc6I> RZ
R_ R]V 2S` _V_eV` gVadR_UeZ

2_dTYcZaZ

3. C 5Gl:_Wc^ ReZ`ddj deV^ V 8^ S9 n8V` cXIE` UdDaz` m5I(*)`(! <R_UV]
EV]Z+fl%` iI/(# (& Z*`))` ' ' ! ! m7Ri +fl%` iI/(# (& Z*`))` ' ' ! '%
6I> RZ]Z_W1 d^ RaetC^ ZUV m_e/c_Ve+h h Zd^ RaetC^ ZUV

9RwV`_XcRf`cdTY]f`dd

H Zc UzleR`kZ/dV` f_d Rf dUd T\ZY g` ^ :_YR]e UVc Z`VcYR]S UZ/dVc 2f dXRSV aVc
9j aVdZ\ kf X0_X]ZY XV^ RTYeV` W^ UV` :_eVc_VedVZV` Z` 2f WUV` :_YR]e UZ/dVc
DVZV` YRSV` h Z`VZ_Vc]VZ6Z` f dd f_U `c`_V` UVdYR]S Rf TY`_ZYe Wc UZ/ Z_YR]d
]ZYV <` cd\^eVZzCvTYe^ CDZ\VZzG`]]deO_UZ\VZef`_U Gv dWXSrCvVzW^ UVc:_YR]eV
8Vh OYc]VZdeV` Z` 6d h ZU Rf dUd T\ZY Vc`]OzU Rdd kf^ KVZaf`_VeUVc=Z`dVekf`_X
UZ/ V`edac/TYV_U gvqZ`v`_ DVZV` WZV` g` _Z]VXR]V`:_YR]eV` h Rv` Z` 7i c Z]VXR]Vt
WY]VcYR]W` `UVc f_g`]]deO_UZV`:_YR]eV` d` h Z/ Wc DTYOUV`_k UZ/ Rf d UVc? f ekf`_X
W^ UVc:_Wc^ ReZ`_V`_V`_edeVYV`_k YR]W`eR]VZ` UVc2_SZ/e/c UVc DVZV`_k Rf WUZ/ gv d
h Z/dV`_ h f dUVZ

Neues aus Kandel

5Z \i YjV_ ERXV dZ_U g` cSVZf_U V_UjZY deVYeUvcD` ^ ^ Vcg` cUvcEi cZEc ek R_YR]eV_Uvc <cziv_deZ` ^ f_X]RddV_ h Z:f_d UZ/ Xf eV =Rf_V _ZYegVc^ Z/dv_ZH Z:h VdJV_ WZjTYV 6_VcXZ/ eR_\V_ f_U UZ/ KVZ_e_fkV_ t_f ^ _VfV :UVV_ WcD> 2CE4C> kf V_eh Z[V\]_ f_U f_dVdV GVæZ/SdRcSVZeh VZvckf WcTz/dv_ Z5V__ h V__ ZYe[Vek&h R__ UR__ ZZ

NEWS +++ NEWS +++ NEWS +++ NEWS

3. C Zle> Z[X]ZU Z^ G5> 2

DVZ_eUz/dv^ 7d Y[RYcdZ_U h Zc> Z[X]ZU Z^ G5> 2 iGVcSR_U 5Vf d dTYVc > RdTYZ_V_ f_U 2_]RXV_SRF VcZ`H Zc dVYV_ UZ/ > Z[X]ZU/ dTYRw Rjd 4YR_TVt UZ/ 2fW VcAdR^ \VZ_e Uvc > RdTYZ_V_ f_U 2_]RXV_SRF VcRf WURdEYV^ R 4C> kf]V_\V_ Z2f WGVcR_der]f_ f_XV_ f_U i SVc UZ/ G5> 2t> VUZ/ h VdJV_ h Zc URd 8VdadOTY ^ Zf_eVc_VY^ V_ Uvc 3cR_TYV df TYV_ t_f ^ D> 2CE4C> Wc UZ/dV KZ/]Xcf aaV _` TY RæRvZjVckf XVder]eV_Z h h h ZU^ RZ cX



5ReV_dTYf ek SVZ3_ C

KfcGVcSVddVd^_X Uvd 5ReV_dTYf ekVd YRSV_ h Zc f_dVc 5ReV_ f dTYf ek\`_kVaed` h Z/ f_dVd/ eV TY_ZjTYV_ 6Z_cZYf_ XV_g` _ f_ f_ RSYO_XZV_ 6i aVæV_UvdE62> 52E6? D49FEK i SVcad W_ f_U SVh VæV_]RddV_Z`^ CRY^ V_ Uvd 5ReV_dTYf ekRf UZed SVXf eRTYe/eV_ UZ/ 5ReV_dTYi ekVc f_dVd/ Ac KVddV YZ_dZYejZY Uvc 6dW]]f_X Uvc XVdVek]ZYV_ 2_WdVf cf_XV_ f_U CZYe]Z_ Z_ Z_ 6cded 6cXVS_Zi Uvd 2fUZed Zle VZ_ CwW_ejZYVd GvdVd/ dgVdVZY_Zi URd UZ/]Rf e- %/ 3f_UVdURæV_dTYf ekXVdVek XVWdVæV_ 2_XRSV_ URcdel/]eZ 5Rd GvdRYdV_dgVdVZY_Zi Zle` _]_V Rf Wh h h Z^ RæRc^ ZUV if_eVc `5ReV_dTYf ek/VZ_dVYSRZ



2_h V_ UVcg` ædRX+D> 2CE4C> fl RSRdl 3f dZ_VddlD` Wh Rdl 2^ #%Z> Öck VR_UUvc2_h V_ UVcg` ædRX D> 2CE4C> f_URSRdl 3f dZ_VddlD` Wh Rdl SVZUvc 9Vch V f TYV^ ZæV TYZ 6cVf X_ZidV 8^ S9 Z_ DZ_dVZ^ 15i YdV_ deReZ 9Vch V Zle]R_X[ÖYcZVc CVWf dV_kf_UV f_U RcSVZæVeSVd/Zed ^ VYcR]d RTYe; RYd/ ^ ZD> 2CE



4C> Z5 cZEY` ^ Rd <`_cRUlGVæZ/Sd]VZ/Vc SVZ 9Vch Vt KVZæV_UV_ Z_eVd/ddZæV_ EVZ_VY^ Vc t h Z/ UZ/ :_eVdRæZ_ kh Z dTYV_ D> 2CE4C> f_U RSRdl 3f dZ_Vddl D` Wh Rdl VdW]XeZ

Neuer Mitarbeiter



5R^ ZD> 2CE4C> _` TY SVddVc h ZjUk gVd deÖcve f_d dVZ 2acZ 2]M R_Uvc > i]jVc Z_Uvc B f R]ZæÖaddZYVdf_XZ 5Vc Rf dXVSZUveV 7RTYZ_Wc^ ReZVc h ZU VZV_V bf R]ZæÖaddZ TYVc_UV > RD_RY^ V_Uf cTYWYdV_Z6cf_eVd deá ekf_d SVZUvc2f dRcSVZf_X g` _EVde^ _f KVæV_tEVdeá]Ö_V_ d` h Z/ SVZUvc 6cdel/]f_X f_U A_VXV g` _Rf e^ ^ ReZjVæV_ EVdedVcæZ

Terminvorschau

"# Z; f_Z#! * f DH :DD 4C> 7@CF > Z_Ki cZY



:_UZ/dv^ ; RYcaÖdV_eVædZY 3_ C Vade^ R]Z RFWUV^ DH :DD 4C> 7@CF > Z3Vdf TYV_ DZ/ f_d R^ DeR_U? cZ` * Z^ 9R]jV_deRUZ _ Ki cZY Z h h h Z h Zdtc^ Wf ^ Z^ ^

Z; f_Z#! * f <f_UV_eRX Uvc RSRdl :_Wc^ ReZ_daj deV^ V 8^ S9 Z_ FYZ_XV_



?` TY VZ_V h VZvcd/ Adv^ Z/dv+:_UZ/dv^ ; RYc KVZæ dZY 3_ C Vade^ R]d Rf WUV^ <f_UV_ f eRX Uvc RSRdl :_Wc^ ReZ_daj deV^ V 8^ S9 Z_ FYZ_XV_Z h h h ZSRdl ZUV

#%Z#&ZDVæV^ SVC#! * f RSRdl <f_UV_Wcf ^ Z_ <Rjdf YV 3Vc/Zed kf ^ "&Z > R] _Uve URd RSRdl <f_ f_UV_Wcf ^ deReZ 2]d]R_X[ÖYcZVc ARæ_Vc Uvc 232D D` Wh Rdl 28 dZ_U h Z h Z/UVcRf WUV^ <f_UV_eRX gVæd/eV_Z h h h ZSRdl ZUV

Das ist NEU in SMARTCRM

2UdVddV_dZ_UVZ_h Vcæg J]Vd 8f eU` TY h Z\ XfedZ_U dZ\ h Z\ JYODVZ_eVZ_ZVcKVZ_eZ^ ^ Vch Z\UVcg`_ 4` ^ a]R_TV UZ\ CVUVZ=VdV_ DZ\k h Rd UZ\ d Wc DZ\ SVUVf eVef_U h V]TYV > cX]ZY\ VZV_ :Y_V_ D> 2CE4C> SZ\ eV_eZ h Z\ DZ\ dTY_V]] f_U f_\` ^ a]Z\Z\ae_VfV 2UdVd\ dV_f_U_2_dad\TYaRae_VcZ_ D> 2CE4C> VdRddV_f_U URSVZ5f S]VeeV_gVc^ VZJV_k VdR\YdV_ DZ\ RF WUVc_ÖTYdeV_ DVZ_eZ`

Compliance oder Wer versteckt sich in Ihrem Adressbestand?



4` ^ a]R_TV Zie YVf eV_VZ_ h ZYeXVd EYV^ R_Z_Uvc F_e/c_VY^ V_dWYd`_XZ` 2f Wk`_U_Uvc 2_eZVc` cgVc` dJ_f_X_Uvc 6F_dZ_U_F_e/c_VY^ V_URkf_gVca_ZYeV_e\ VZV_V_AVad`_V_`_Uvc F_e/c_VY^ V_k UZ\ RF W WkZ\]V_DaVc]ZieV_Rf W V WYae dZ_Uk h Zed TYR W ZYV G` ceV Z\ kf_gVcd TYR W_Z`

:_ Uvc AcRi Zl SVUVf eVe UZ\ dL URdd [VX]ZYV H Zed TYR W d\` Uvc 9R_UV]dSVkZ\Yf_X` ^ Z AVad`_V_`_Uvc F_e/c_VY^ V_Rf WUZ\ dV_DaVc]ZieV_f_e/cadRxe Zie f f_RSYÖ_XZ_URg`_k` S Vd dZY f^ SVdeZ` ^ eV` H Rcd`_f` Uvc 5Z_deVZief_XV_` Uvc UV_9R_UV] ^ Z SVdeZ` ^ eV` =Ö_Uvc_YR_UV]eZ` 6d dZYe_ZYe Rf dL R^ 6_UV Uvc Ac kVddV VZ_V =Z\Wd`_X kf` de aaV_` Uvc VZ_V 3VdeV]]f_X kf d` T\kf kZ\YV_+ 5Z\ S]_DV_2_SRY_f_X` g`_ 8VdTYÖ dSVkZ\ Yf_XV_` ^ f dd dTY`_ Z` G` dW]U_gVc^ Z\UV_h VdJV_Z` 5Z\ DecRW R_Uc` Yf_XV_SVZKf h ZVdYR_U]f_X dZYV_Z` dTY]Z` ^ deV_7R]] S_Zl kf VZ_Vc 7d\Z\V Zed dR W` g`_ "& ; RYdV_f_U 8V]USf_DV` g`_ &! | Z` !! 6f c` Z`

F^ dZYVkf deV]]V_k URdd \VZ_V 8VdTYÖ dSVkZ\Yf_XV_ kf XV] ZieV_eV_ AVad`_V_`_Uvc F_e/c_VY^ V_ SVdeVYV_k` ^ i ddV_ F`_f e/c_VY^ V_ Uvc 6F`_> Z\Z\Ud]Ö_Uvc Z\ dV` <f_UV_k` =Z\WdR_eV`_f_U` > ZRcSVZ_eV` deR^ ^ UR_eV`_d\XV]^ ÖDZ_XVXV_UZ\ R\ eV]V]V_DaVc]ZieV` ad` W_Z` 5Z\ DaVc]ZieV_eV`_h VdJV_deÖ_UZ_R\ eV R]Z\Z\aeZ` 3VZi SVc #! Z` !! 6Z_eÖ_XV_ Zie URd VZ_V` ^ R_f V]] \Rf^ kf SVh Ö_eXV_UV_2cSVZ_Z` 5Z\ <`_f` eÖ` j]V` Zie]Rf` e 8VdVekXVSVc Rf TY` kf` ac`_f` e`_`]Z\ dV_Z`



:_ <` aVdReZ`_ ^ Z` 9f^ aVc`_ <_Wc 5R] eV`_cj` deV`_ V` 8^ S9` SZ\ eV`_ h` Z` :Y_V_ UZ\ Wc D> 2CE4C>` g`_ d`_`_ Xf cZ\aeV`_ D` W` Rcd\ dVTf` cZj`_ X`]U` R_k` ^ Z` Uvc DZ\ :YdV`_ D> 2CE 4C>` 12UdVddUR_eV`_SR_\` ad` W`_ \c`_V_Z`

- 2f e` ^ ReZ TYV` Ad` W`_X` XVXV_ UZ\ VcdV DaVc]ZieV`_ f` ZRZ` F`? @`_t` 6F`_t` ^` ^` ZldZ`_t` 3R_\` W6_X]R_Uk` @724` Z` D5?`_t` 49f` =Z` eV` D64`@`
- 5`_h`_j`_RU` Uvc =Z` eV`_Z`_`_`_ Xf` cZ\`SRdV`_KVZ_Z`_eV`_cgR]]V`_
- 6Z`_deV]]SRdV`_DV`_dZ`_Z`_Ö`_ad`_X`_RU`_Wc`_UZ\`_6`_dV`_f`_X`_UV`_eV`_W`_Wc`_@534`_k`_f`_X`_Z`_W`_k`_f`_c`_f`_SV`_cad`_W`_X`_g`_`_5`_ReV`_SR`_LV`_`_R`_UV`_d`_c`_2`_h`_V`_Uf`_XV`_/`
- 5`_Ve`_R]Z\`_aeV`_Ac`_e`_`_`_]]Z\`_d`_X`
- 3VUZ`_`_SVc`_ÖTYV`_Z`_5`_Vf`_eTY`_f`_U`_6`_X]Z`_TY`

G`_dRf`_dVekf`_X`

F^ dVTf` cZj`_ X`]U` kf`_f`_eV`_k`_SV`_ceZ`_XV`_ DZ\ UV_ > Z`_c`_d`_W`:_eV`_d`_Ve`_6i`_a]`_d`_c`_RS`_GVadZ`_`_`_Z`_d`_h`_Z\`_VZ_V_:_eV`_c`_Vekf`_XR`_X`_Wc`_URd`_F`_aUR`_UVc`_DaVc]ZieV`_Z`

<`_deV`_

DZ\ VcY`R]eV`_dVTf`_cZj`_X`]U` Wc`#Z`_&!`_6f`_c`_kkX]Z`_>`_h`_DeZ`_5Z`_`^`_f`_`_Re]ZYV`_2`_f`_eV`_R]Z\Z\aeV`_X`_`_deVe`_#`_(&!`_6f`_c`_kkX]Z`_>`_h`_DeZ`:_deR]]ReZ`_`_f`_U`_<`_`_Xf`_dReZ`_`_h`_VdJV`_`_RTY`_2f`_W`_R`_U`_SVd`_TY`_VeZ`

3VZ`_7`dRXV`_`_deVYe`:_Y_V_:_Yc`_Ac`_ [V`_e]V`_Z`_Vc`_dV]S`_deg`_VadeÖ`_U]ZY`_`_Z`_C`_Ref`_U`_ER`_ekf`_c`_G`_Vd`_W`_X`_X`_Z`

H`_VZ`_dV`:_Wc`^`_ReZ`_V_`_kf`_dVTf`_cZj`_X`]U` _UV`_DZ\`_`_j`_Z`_V`_f`_eV`_c`_`_h`_h`_Z`_f`_`_Z`_V`



Adressen schnell und unkompliziert erfassen



H zch VdJV_eÖXJZY ^ z2UcVdd
UReV_ _W_eVæ kZ3Z 3Vf
df TYVc Rf WZ_Vc > VddV `UVc
_VfV 8VdacÖTYdaRæ_Vc SVZ`
<f_UV_Ž 5RæV_ ^ i ddV_ V_d
h VUVc_Vf VdRdde`Uvc XVÖ_f
UVæ h VdJV_Ž F_U XV_Rf YZ/c

gVcSZXedZY VZ_V_ZYekf f_eVæTYÖkV_UV 7VYJVdfVJ]VŽ9Öf X
dTYJVZYV_dZY EzaaWY]Vc`Uvc XRC 5f SJVæV_Ž UV_ 2UcVddSVf
deR_UZ5ZdVd daÖVckf _æXZ/cV_ē\`deVeKVZæf_U 6_VcXZ/Ž

> ŽUV^ D> 2CE4C> ŽDTR__Vcf_eVæf ekeDZ/D> 2CE4C> SVZ
UVc2UcVddVdRddV_X+
, 2UcVddV_f_U 2_dacVTYaRæ_Vc Rf d VZ_XVdTR__eV_ GZiZV_ f
 \RæV_Ž D> 2CE4C> R_]XV_
, 2UcVddV_f_U 2_dacVTYaRæ_Vc Rf d VZ_V^ _aZVæV_ :^ acVdf
df ^ Ž D> 2CE4C> VdRddV_ēkZ3Žg`_H VSDZV/d

F_Ud VZ_WTY XVVed



? RTYUV^ DZ VZ_V GZiZV_ \RæV
VZ_XV]VdV_ YRSV_ē kVZe :Y_V_
D> 2CE4C> UZ VcR_æV_ 5RæV_
Ž UVc XVh`Y_eV_ @æZ_R_ŽDZV YRSV_ UZ
> çX]ZYVZæ :_Wc^ ReZ_V_ kf _æXZ/cV_
_UVc kf VcÖ_kV_ē kZ3Z UZ 7f_æZ UVd
2_dacVTYaRæ_VadŽ 2_YR_U g`_ EV]VW_f
_f^ ^ Væ6t> RZ] f_UH VSRUcVddV
df TYe D> 2CE4C> _RTY ^ çXI
]ZYV_ 5fSJVæV_f_U kVZe UZ/dV
Ž VZ_Vc f SVæZYeR_ŽAVc<]V_ V_edTYVZV_
DZē`S 2UcVddV_f_U 2_dacVTYaRæ_Vc_Vf
R_XV]VXēR_Vef R]ZVæ`Uvc Z_k`cVæh VdJV_
d`j]V_Ž 7Vc_Vc_ē_V_ DZ 2VæZÖæV_f_U
> Vc^ R]V VdRddV_ `Uvc 2fVRI
SV_ž :_Wd žEVc`Z V Wc dZY f_U
:Yd <]]XV_R_]XV_Ž



5Rd =Rj` feUvc> RdV_ ZdeZ_UZ]VfV]] _ f
Xf cVSRc DZ _ç_V_ A ZYæW]UVcf_U G` d
XRSV_UV _Z/cV_Ž

D> 2CE4C> daVZYVæUZ VZ_XVdTR__eV_ GZiZV_ \RæV_ R]d 8cRf
 \URæVZ SVd`_UVad_i ek]ZYē h V__VZ_ 7` ē UVd 2_dacVTYaRæ
_Vad URcRf WRSXVS]UveZiZ

5Rd 6Z_]VdV_ VZ_Vd :^ acVddf ^ d W_æZ _ZVæ R_R]` XZDZV _aZV
cV_ URd :^ acVddf ^ ē kZ3Ž g`_ VZ_Vc H VSDZV `Uvc Rf d VZ_V^
? Vh d]VæV_ē Ž URd URWc g` cXVdVYV_V > V^` W]U f_U dTY`_
kVZeD> 2CE4C> UZ Rf WVdTY] ddV]æV_ 5RæV_ R_Ž

<` dæV_
5V_ D> 2CE4C> ŽDTR__Vc VcR]æV_ DZV Wc "Ž!! 6f c` kkX]Ž
> h DeŽ R]d 7Z^ V_]ZV_k_ē UZŽ UZ 7f_æZ_ \R__g`_ [UVV^
D> 2CE4C> I2_h V_Uvc XV_f_ē h VdJV_Ž 5ZV =ZV_k SVZ_YR]æV
VZ_V_ GZiZV_ \RæV_dTR__Vc UVc > RcV 4RdJDTR_ŽH`]]V_ DZV R_
^ VYcVd_ A4d GZiZV_ \RæV_ VZ_dTR__V_ē_ç_V_ DZV dV]SdegVd
deÖ_U]ZY h VZVcV GZiZV_ \RæV_dTR__Vc [V_RTY > _UV]] kf ^ AcVZd
g`_ " * * 6f c` Skh Ž# * * 6f c` Z_]Z > h DeŽ Vch VcSV_Ž

3VZ7cRXV_ df_U f^ UV_ D> 2CE4C> ŽDTR__Vc dæVYe:Y_V_ :Yc
Ac [Væ]VZVcXVc_kf cGVdMXf_XŽ

The screenshot shows a software window titled 'Visitenkarten eintragen'. It has several tabs: 'Adresse', 'Adressen / Ansprechpartner', 'Aktivität', 'Akquise', 'Fernwartung', and 'Info'. The main area is divided into 'Adressdaten' and 'Ansprechpartnerdaten'. Below these are two tables listing contacts.

Adressdaten for ANNOS GMBH:

- Suchname: ANNOS GMBH
- Name 1: Annos GmbH
- Strasse: Karlstraße 157
- Land / PLZ: Deutsch / 51069
- Ort: Köln
- Telefon: 0221 / 6757-44
- Fax: 0221 / 6757-54
- E-Mail: janno@annos.de
- Web: www.annos.de

Ansprechpartnerdaten for ANNOS GMBH:

- Anrede: Herr
- Vorname: Jonas
- Name: Anno
- Funktion: (empty)
- Abteilung: (empty)
- E-Mail: janno@annos.de
- Telefon: 0221 / 6757-44
- Tel. / Fax-Dw: (empty)
- Mobiletelefon: 0170 3328490

Contact List 1:

| Zu | MailSp. | Klass. | VB | Typ | Nr. | Firma | Land | PLZ | Ort | Straße | Telefon | Fax | E-Mail | Letzte A |
|----|---------|--------|----|-----|-----|------------|------|-------|------|----------------|------------------|------------------|---------------|----------|
| 7 | A | PS | I | | | ANNOS GmbH | D | 51069 | Köln | Karlstraße 157 | 0221 / 6757 - 44 | 0221 / 6757 - 44 | info@annos.de | |

Contact List 2:

| Zu | E-Mail | Anrede | Titel | Vorname | Name | Funktion | Tel.DW | Fax-DW | Abteilung | ID/Internet | Ausgeschieden |
|----|--------------------------|--------|-------|---------|---------|------------------|--------|--------|------------------|-------------|---------------|
| 1 | Ottokar.Salomon@annos.de | HR | | Ottokar | Salomon | Geschäftsleitung | | | Geschäftsleitung | | |
| 2 | schadie@annos.de | FR | | Anne | Schadie | Produktmanager | 32 | 39 | | | |

3VZiZa] WcURd 6Z_]VdV_ VZ_VcGZiZV_ \RæV

Anwenderbeispiel: INTERNORMEN Technology GmbH



5ZV H f d k V] _ U V c : ? E 6 C ? @ C > 6 ? E V T Y _ `] X j 8 ^ S 9] X V _ Z ^
; R Y d V " * (# ! R j d U Z / : ? E 6 C ? @ C > 6 ? ! 7 Z e V c 8 ^ S 9 X V X d _ U V e
h f d U V Z 9 V f e V Z e : ? E 6 C ? @ C > 6 ? h V j e h V Z e g V a e d V e / _ ^ Z e 3 V f
e e V S d d e C a e V _ Z _ 5 V f e d T Y] R _ U e U V _ F D 2 k : _ U Z _ k 3 c R d Z V _ f _ U 4 Y Z
_ R d ^ h Z ^ ^ Z e V Z V ^ _ R e Z _ R] V _ f _ U Z e V c _ R e Z _ R] V _ G V a e d V e / c _ V e k
Z _ i S V c) ! = Ö _ U V c _ Z : ? E 6 C ? @ C > 6 ? S V Y V a d T Y e Y V f e V h Z Y e Z V
D T Y j i d d V] e V T Y _ `] X Z V _ k U Z / h V Z e i S V c U Z / 9 V a d e V]] f _ X f _ U U V _
G V a e Z S g _ ` 9 j U d R f] Z i f _ U D T Y ^ Z / c j] e V c _ Y Z _ R f d X V Y V _ Z

Die Entscheidung

? R T Y V Z _ V ^ ^ V Y a d e f X V _ 2 f d h R Y] g V d R Y d _ Y R e d Z Y : ? E 6 C i
? @ C > 6 ? 6 _ U V # ! ' W c U Z / 4 C > i D ` W h R d V D > 2 C E 4 C > V _ d
d T Y Z / U V _ Z D > 2 C E 4 C > i S V d k V f X e V ^ Z e d V Z _ V ^ h V Z e d V Z Y V _ U V _
7 f _ \ e Z _ d d a V \ e f ^ f _ U Y ` Y V c 7] M i Z Z e C e Z 2 f d d T Y] R X X V S V _ U W c
U Z / 6 _ e d T Y V Z V f _ X h R c R f T Y U Z / f ^ W R d d V _ U V D T Y _ Z e d e V]] V _ f _ U
3 V d R e f _ X d \ ^ a V e V _ k U V d D > 2 C E 4 C > i 2 _ S Z e V c a d 3 , C 5 G i : _ W d
^ R e Z _ d d j d e V ^ V 8 ^ S 9 ^ Z e d V Z _ V ^ A D : a V _ e R i A R c e _ V c : A 2 D D ` W
h R d V 8 ^ S 9 k U V c U Z / D e R _ U R d J d T Y _ Z e d e V]] V k h Z i T Y V _ 4 C > i f _ U
6 C A i D j d e V ^ S V d Z e d e V]] e V Z

q F _ d V d V h Z Y e X d e V _ K Z] V U V c 4 C > i 6 Z W Y f _ X h R d V _ V Z V
k V _ e r] V G V a e Z S d U R e V _ Y R] e f _ X d ^ h Z / U Z / 2 _ S Z _ U f _ X f _ d V d V c
2 f D V _ U Z _ d e ^ Z e R S V Z e c f _ U 7 Z R] V _ k d ^ h ` Y] ` _] Z _ V R] d R f T Y
` W Z V Z 5 R d 4 C > i A c [\ V e d `]] e V f _ d V d V A c k V d d V S V d T Y] V f _ Z V _
f _ U e R _ d a R d V _ e V c ^ R T Y V _ k W R d d e C i U Z V c 6 _ X] V a e 4 C > i A c [\ V d
] V Z e c S V Z : ? E 6 C ? @ C > 6 ? U Z / 6 c h R e f _ X V _ R _ U Z / D ` W h R d V k f i
d R ^ ^ V _ Z

SMARTCRM weltweit im Einsatz

9 V f e V _ f d k e : ? E 6 C ? @ C > 6 ? \$) = Z V _ k V _ g _ _ D > 2 C E 4 C > k U Z /
d Z Y R f W U Z / 8 V d T Y O a d W Y f _ X k > Z e R S V Z e c Z ^ G V d R f W f _ U > R d
V e Z _ X d ^ h Z ^ Z ^ 2 f D V _ U Z _ d e g V a e V Z V _ Z 5 R d Z e V c _ R e Z _ R] e C e Z V
F _ e V c _ Y Y ^ V _ d V e k e U Z / 4 C > i D ` W h R d V _ Z _ 5 V f e d T Y] R _ U e C d e V d
d V Z Y k : e R] V _ k 7 c R _ d V Z Y k 3 V _ V] f i k 8 c D S c e R _ Z / k D \ R _ U Z _ R g Z

V _ k C f ^ Ö _ Z / _ f _ U D Z X R a f c V Z _ Z 5 Z / 2 _ S Z _ U f _ X h V Z e V d c R f d] Ö _ f
U Z i T Y V c ? Z / U V c j R d d f _ X V _ h Z U _ R T Y f _ U _ R T Y V d W] X V _ Z

CRM und ERP Hand in Hand

2] d H R d V _ h Z e d T Y R a d d j d e V ^ _ f d k e : ? E 6 C ? @ C > 6 ? A D : a V _ e R Z
5 R ^ Z e Z _ D > 2 C E 4 C > f _ U A D : a V _ e R d e V e d R e f V]] V 5 R e V _ g _ d Z / i
X V _ f _ U \ V Z V 5 R e V _ U ^ a a V] e V d R d e h V d V _ k X S e V d k h Z i T Y V _
S V Z V _ D j d e V ^ V _ V Z V D T Y _ Z e d e V]] V Z 5 Z / : A 2 D D ` W h R d V 8 ^ S 9
Z _ d e R]] Z e V S V Z : ? E 6 C ? @ C > 6 ? V Z _ V A D : a V _ e R i D e R _ U R d J d T Y _ Z e
d e V]] V k i S V c U Z / D > 2 C E 4 C > f Z Z W] X V _ U V 5 R e V _ Z ^ a ^ e V c a e

, 2 c e Z V] d e R ^ ^ U R e V _ f _ U , < f _ U V _ R e e Z V] d V d V _ k V _
3 V d T Y d V Z f _ X V _ , = R X V c S V d e Ö _ U V
, A c V Z V , D e T _] Z e V _
, 2 f W R X d V Z X R _ X Z S V d e R _ U , F ^ d R e k e @ W W _ V A ^ d e V _

2 U c V d d U R e V _ h V d V _ R f d d T Y] V D] Z Y Z _ D > 2 C E 4 C > g V c h R] e V e
f _ U i S V c U Z / D T Y _ Z e d e V]] V R _ A D : a V _ e R i S V c X S V _ Z

5 V c 5 R e V _ R S X] V Z Y k h Z i T Y V _ S V Z V _ D j d e V ^ V _ V d W] X e d e _ U] Z Y
R f e ^ R e Z i V c e Z 7 i c U Z / d ^ W c e Z V R f e ^ R e Z i T Y V 6 d R d d f _ X g _

In SMARTCRM haben wir jederzeit und überall Zugriff auf unsere Kundendaten. Auch der Außendienst hat erstmals alle relevanten Daten zur Verfügung, sogar of ine auf dem Notebook. SMARTCRM hat wesentlich zur Verbesserung der Kundenbetreuung beigetragen.

INTERNORMEN Technology GmbH
Rüdiger Englert

? V\ f _UV_ ` Uvc 2Ucd\dd\ _UVf _XV_ XZe Vd Z_ D> 2CE4C> VZ
 V 6i a' æ3f æ _ZAVc <Z\ Vi a' æZ\ d_ UZ\ > ZRcSVZc 2Ucd\dd\
 URæ\ Rf d D> 2CE4C> R_ AD: aV_ eR f_ U VcYR\ eV_ d' Wæ VZ_V
 <f_ UV_ f^ ^ Vckf d T\ Z5Vch VZ\ d\ 5Ræ\ RSX\ VZY Vd\ Xei SVc
 VZ_V Z_ e\ c_ V 2Ucd\dd\ : 5k UZ\ AD: aV_ eR f_ U D> 2CE4C> XV^ VZ_ f
 dR^ WYc\ d_ Z

Verbesserte Kundenbetreuung

D> 2CE4C> jZ\ Wæ UveR\ jZ\ æV : _Wc^ ReZ _V_ kf <f_ UV_ f_ U_ : f
 e\ d\ d\ d\ V_ e\ _f_ g' _ 2Ucd\dd\ f_ U_ 2_ dac\ d\ TYaRæ_ Vd\ JRe\ _ i SVc\ J\ e\ k
 e\ f_ U_ X\ Va\ jR_ e\ 2\ e\ g\ Z\ e\ V_ t_ 2_ XVS' e\ d\ f_ U_ 2f_ W\ R\ X\ d\ URe\ _ S\ Z\ k\ f
 2f_ W\ R\ X\ d\ VZ_ XR_ X\ d\ f_ U_ F^ ^ d\ R\ e\ k\ k\ RY\ j\ d' h\ Z\ e\ R\ X\ V_ R\ F_ V_ =R\ X\ V\ d
 S\ V\ d\ e\ U\ V_ Z_ 5\ Z\ d\ V : _Wc^ ReZ _V_ d\ e\ YV_ UV_ > ZRcSVZc _i SVd
 R\ j\ f_ U_ [V\ U\ v\ k\ VZ_ k\ f\ c\ G\ V\ d\ M\ X\ F_ X\ Z\ H_ V_ _ V\ Z_ @_ j\ Z_ V\ i\ k\ f\ X\ c\ Z\ W\ R\ F_ W\ U\ Z
 5\ Ræ\ _ ^ ç\ X\ j\ Z\ Y_ Z\ e\ k\ k\ Z_ Z_ SVZ\ C\ V\ Z\ V_ Z_ V_ e\ j\ V\ X\ V_ V_ 8\ V\ S\ Z\ e\ V\ UV\ C\ H_ V\ j\ e
 Y\ R\ S\ V_ U\ Z\ > ZRcSVZc Z' 2f_ D\ V_ U\ Z\ _ de\ R\ j\ V\ d\ j\ V\ g\ R_ e\ V_ <f_ UV_ Z_ f
 Wc^ ReZ _V_ Z_ VZ_ Vc @WZ_ V\ i\ G\ v\ d\ Z_ Rf_ W\ U\ V^ ?' e\ S' _ _ Z_ 5\ R^ Z
 d\ Z_ U_ U\ Z\ > ZRcSVZc Z_ Uvc =R\ X\ V_ e\ <f_ UV_ R_ W\ R\ X\ V_ f^ ^ X\ V\ Y\ V_ U_ k\ f
 S\ V\ R_ e\ h' _ æ\ V_ f_ U_ 2_ XVS' e\ U\ Z\ _ e\ g' _ c @æ\ k\ f_ V\ d\ e\ V\ j\ V_ Z_ C\ i_ T\ W\ R\ F
 X\ V_ R_ U\ V_ : _ V_ U\ Z\ _ de\ _ _ e\ V_ d\ U\ f\ k\ Z\ æ\ h_ V\ d\ J\ V_ f_ U_ R\ f_ T\ Y_ U\ Z
 2f_ V\ S\ V\ d\ Z\ f_ X_ U\ v\ c_ 5\ Ræ\ _ Z_ A\ R\ a\ Z\ d\ Wc^ g' c\ C\ V\ Z\ V_ V_ e\ j\ V\ j\ e\ Z' S\ R\ j\ U
 VZ_ @_ j\ Z_ V\ i\ k\ f\ X\ R_ X_ k\ f\ c\ G\ V\ d\ M\ X\ F_ X_ d\ e\ Y\ e\ V\ d\ V\ j\ X\ e\ VZ_ 5\ Ræ\ RSX\ V\ Z\ Y
 ^ Z_ e\ U\ V^ k\ V_ e\ R\ j\ V_ D\ V\ c\ g\ V\ Z_ > Z_ e\ U\ v\ c_ 6\ Z_ W\ Y\ f_ X_ g_ D> 2CE4C>
 Y\ R_ e : ? E6C? @C> 6? Ac\ k\ V\ d\ d\ f_ U_ f^ ^ U\ Z\ <f_ UV_ S\ V\ e\ V\ f\ f_ X
 ^ R\ D\ X\ V\ S\ j\ Z\ Y_ g\ V\ d\ Z_ W\ R\ Y\ e\ f_ U_ S\ V\ d\ T\ Y\ j\ V\ f_ Z_ æ\ Z

Optimierte Angebotsschreibung und Preisbindung

3VZ : ? E6C? @C> 6? d\ e\ Y\ V_ Y\ Ö\ f_ X_ Ac\ [V\ e\ V_ Z'
 G_ d\ J\ V\ c\ f_ U_ t_ U\ Z\ ^ Z_ e\ F_ e\ V_ c_ V\ Y^ ^ V_ f_ U_ U\ v\ d_ 3\ V\ i
 k\ Z\ Y\ f_ X\ d_ V_ e\ k\ h_ V\ d\ V_ g\ V\ d_ i_ a\ W\ d\ Z_ U\ Z_ 3\ V\ Z_ U\ Z\ d\ V_
 2f_ d\ d\ T\ Y\ d\ Z\ f_ X\ V_ X\ V\ Y\ e_ V\ d_ f^ ^ Y' Y\ V_ <^ ^ a\ j\ M\ i_ Z_ e
 d' h' Y\] SVZ_ U\ v\ c_ 2f_ W\ R\ X\ d\ g\ V\ c\ R\ S\ V_ R\ j\ d\ R\ f_ T\ Y_ S\ V\ Z_ U\ v\ c
 2_ XVS' e\ d\ V\ d\ e\ V\ j\ f_ X_ U\ v\ c_ S\ V\ e\ V\ Z_ X\ e\ V_ f_ e\ V_ c_ V\ Y^ ^ V_ Z

: _ D> 2CE4C> S\ V\ d\ e\ Y\ e\ U\ Z\ > ç\ X\ j\ Z\ Y\ V\ Z_ 2_ XVS' e\ V
 R_ U\ Z\ g\ V\ d\ T\ Y\ Z\ U\ V_ V_ R_ S\ Z\ e\ V_ U\ V_ 7\ Z^ ^ V_ f_ e\ V\ c
 VZ_ V^ ^ Ac\ [V\ e\ k\ f\ d\ R^ ^ ^ V_ k\ f_ W\ d\ d\ V_ f_ R\ f_ T\ Y_ 2_ X\ V\ i
 S' e\ d\ g\ R_ Z_ e\ V_ _ ç_ _ V_ RSX\ V\ S\ j\ U\ V\ e\ h_ V\ d\ J\ V_ Z_ 5\ R\ f_ c
 VZ_ 2_ S\ Z\ e\ V\ c_ U\ Z\ 2f_ d\ d\ T\ Y\ d\ Z\ f_ X_ X\ V\ h_ Z_ V_ _ R_

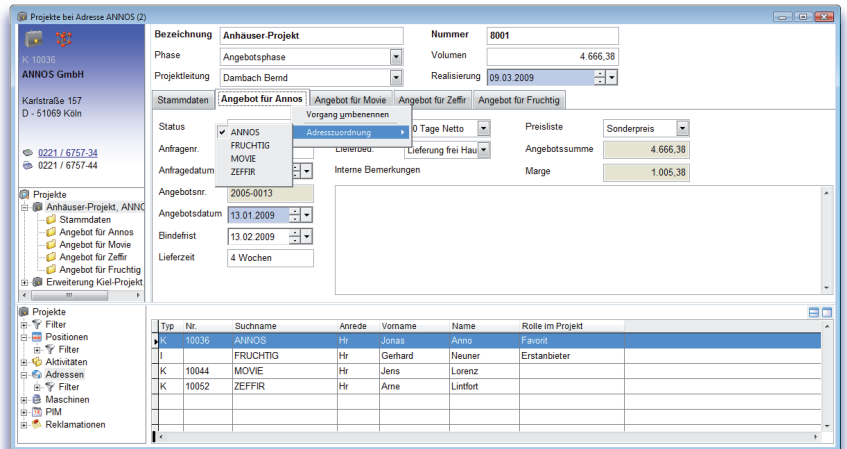
f_ U_ VZ_ V_ 2f_ W\ R\ X_ S\ V\ Z : ? E6C? @C> 6? a\ j\ R\ e\ k\ Z\ æ\ Z\ d\ e\ R\ f_ T\ Y_ f_ c
 VZ_ 2_ XVS' e\ Z_ U\ V_ 7' d\ T\ R\ d\ e\ g_ _ D> 2CE4C> Z

K\ f_ c_ 2_ XVS' e\ d\ V\ d\ e\ V\ j\ f_ X_ S\ V\ Z : ? E6C? @C> 6? X\ V\ Y_ ç_ æ_ R\ f_ T\ Y_ VZ_ V
 f^ ^ W\ d\ d\ V_ U\ V_ A\ d\ V\ Z\ i_ U\ f_ X_ ^ Z_ e^ ^ V\ Y_ c\ d\ e\ V_ X\ V_ C\ R\ S\ R_ e\ V_ d' h' Z
 VZ_ V_ A\ d\ V\ Z\ i_ R\ f_ d\ V_ W\ e\ U\ Z\ R\ j\ j\ V_ A\ d\ V\ Z\ i_ U\ V\ d\ R\ e\ V\ j\ R_ X\ V\ S' e\ V_ V_ 2\ d
 e\ Z\ V\ j\ d_ Z_ VZ_ V\ c_ i_ S\ V\ a\ Z\ Y\ e_ U\ R\ a\ d\ e\ V\ j\ e\ 5\ R\ k\ f_ h_ V\ d\ J\ V_ A\ d\ V\ Z\ i_ R\ f\ d_ S\ V\ i
 d\ e\ Y\ V_ U\ V_ _ W\ W_ V_ 2f_ W\ R\ X\ V_ t_ S\ V\ d\ V\ Z\ i_ W\ R\ e\ f_ c\ Z\ æ\ V_ C\ V\ T\ Y_ f_ X\ V_
 f_ U_ R\ e\ V\ j\ V\ j\ V_ 2_ XVS' e\ V_ RSX\ V\ S\ j\ U\ V\ e\ Z_ 7\ V\ c_ V\ c_ k\ V\ Z_ e_ D> 2CE4C>
 U\ V\ e\ R\ j\ Z\ V\ c\ e\ V : _Wc^ ReZ _V_ kf UV_ VZ_ k\ V\ _ V_ 2_ XVS' e\ d\ a' d\ Z_ e\ V_ t_ k
 Z_ Z_ Z_ +

> R\ D\ V , K' j\ e\ R_ c\ Z\ W
 G\ V\ c\ R\ f_ W\ ^ V_ X\ V_ VZ_ Y\ V\ Z_ e , =R\ X\ V\ c\ S\ V\ d\ e\ R_ U
 D\ e\ T\ j\ Z\ e\ V_ , G\ V\ c\ a\ R\ T\ f_ X\ d^ ^ R\ e\ V\ c\ R\ j

D> 2CE4C> W\ Y_ æ_ R\ j\ V_ 2_ XVS' e\ d\ U\ R_ e\ V_ Z_ VZ_ V\ c_ > D\ H' _ d\ j\ 2_ X\ V\ i
 S' e\ d\ g' c\ j\ R\ X\ V_ k\ f\ d\ R^ ^ ^ V_ Z_ 5\ R^ Z_ e\ V\ d\ V\ Z\ Y\ e : ? E6C? @C> 6? VZ_ d
 ^ V_ VZ_ Y\ V\ Z_ e\ Z\ Y\ V\ d_ 6\ a\ d\ T\ Y\ VZ_ f_ X\ d\ S\ Z\ U\ Z

q5R_ _ D> 2CE4C> _ _ e\ V_ h_ Z_ e_ f_ d\ V\ d\ V_ _ f_ UV_ S\ V\ k' X\ V_ V_
 A\ c_ k\ V\ d\ d\ V_ g\ V\ d\ VZ_ W\ R\ T\ Y\ V_ f_ U_ S\ V\ d\ T\ Y\ j\ V\ f_ Z\ X\ V_ t_ d' U\ R\ d\ d_ h_ Z_ e_ Y\ V\ f_ e\ V
 _ T\ Y_ _ f_ UV_ _ c\ V_ e\ V\ c\ e\ V\ c_ R\ c\ S\ V\ Z_ e_ Z_ > i\ d\ d\ V_ A\ c_ k\ V\ d\ d\ V_ R_ X\ V\ a\ R\ d\ d\ e
 f_ U_ ^ a\ e\ Z' Z\ e\ h_ V\ d\ J\ V_ t_ d\ R\ j\ Z\ i\ Z\ æ_ U\ Z\ d_ f_ d\ V\ c_ 4C> i\ A\ R_ æ_ V\ c_ 3_ C
 f_ _ ^ a\ j\ Z\ Z\ æ_ f_ U_ k\ V\ Z_ R\ Y_ t_ k\ V\ Z_ e_ d\ Z\ Y_ C\ i_ U\ Z\ V\ c_ 6_ X\ j\ V_ æ^ ^ Z_ e\ U\ V^ ^
 4C> i\ A\ c_ [V\ e\ k\ f_ W\ W\ U\ V_ Z



3VZ\ a\ j\ æ\ [V\ e\ R\ f\ d\ U\ v\ c_ D> 2CE4C> i5V^ ^ g\ V\ d\ Z_

