

hp CRM solutions
analytical CRM



putting customer intelligence to work for you

gain insight into customer behavior

Imagine what your company could do if you understood your customers better. With greater knowledge of their needs and preferences, you could make every interaction count, fulfill their needs, and maximize their satisfaction.

Today, most companies receive data about their customers from multiple sources—such as the Internet and contact centers—and store it in multiple data repositories, leading to spotty or nonexistent analyses. Because of this, businesses are missing opportunities to act on intelligence. With it, they could more accurately market, service, and sell to individual customers—based on their unique needs and preferences—creating greater revenue and client loyalty.

Campaign management and analytical customer relationship management (CRM) acts as the “intelligent link” between the various components of a comprehensive CRM solution—feeding other applications, such as your contact center or sales and service solutions, with the “memory” of every previous customer interaction. Armed with this single view of the customer, your marketing, sales, and service employees will be able to effectively

- decrease customer churn and increase loyalty
- up-sell and cross-sell to customers
- segment customers based on lifetime value
- design and develop value-added products and services that best meet customer needs
- execute targeted marketing campaigns that result in high response rates
- increase profitability and control costs

The HP Analytical CRM solution provides this link—so your company can gain the insight you need to accurately gauge customer behavior.



know your customers



hp expertise

HP Analytical CRM solutions leverage our extensive CRM experience; business process, business intelligence, and IT consulting knowledge; plus highly integrated intellectual property to create connected global solutions.

As a single-source supplier for hardware, software, and services, we also offer increased reliability and accountability, and a large number of highly trained people worldwide for post-implementation support.

hp helps you create a true corporate asset

HP's flexible, connected CRM solutions help you rapidly create the infrastructure to derive greater customer value and loyalty, streamline customer interactions, and empower decision making across your enterprise. By implementing the HP Analytical CRM solution, you can integrate customer intelligence from many customer touchpoints into a single "data mart" for a unified view of the customer. This single, integrated view of the customer increases your knowledge of each customer and customers as a whole.

Use this knowledge to develop a deeper and more meaningful understanding of customer behavior and activities by combining data extraction, data warehousing, reporting, data mining, campaign management, and real-time personalization. Then, a web-based platform integrated across all communication channels can allow you to easily share all this information across your entire enterprise.

with more flexibility and connectivity

For more flexibility, HP Analytical CRM solutions offer superior scalability. Your solution grows with your needs by supporting increased transaction volumes without compromises in performance, reliability, or user satisfaction.

A broad ecosystem of integrators, service providers, and best-of-breed applications, pre-integrated on a robust and secure multiplatform HP infrastructure, gives you the widest range of options—and better solutions.

We also provide enhanced connectivity with end-to-end CRM solutions, spanning sales and service automation, e-commerce, and customer interaction—to connect your employees to a real-time, 360-degree view of your customers. Our flexible solution architecture and powerful application integration software ensure you can quickly extend core CRM capabilities into other applications and integrate legacy systems. And HP OpenView and middleware provide end-to-end management, security, and workflow management across an entire CRM architecture including applications, systems, and devices.

end-to-end hp experience

More than infrastructure or applications, HP offers you complete CRM solutions, plus the expertise you need to successfully deploy your solution. To better meet your individual needs, HP works with you to identify business challenges and to create appropriate CRM solutions.

The complete HP Analytical CRM solution offers HP hardware infrastructure and value-added software, extensive data storage capabilities, security solutions, and a fully managed environment with HP OpenView. HP solutions also feature complete pre- and post-installation services and comprehensive worldwide support. These specialized services for the HP Analytical CRM solution include

- Discovery Workshop for HP Analytical CRM
- Rapid implementation for analytics and marketing automation

To complete the value, HP financing provides convenient, cost-effective ways to pay for your HP Campaign Management and Analytical CRM solution, including HP Utility Pricing that lets you align costs with your business cycles and conserve resources. And HP Education offers a wide variety of convenient classes to help you and your staff better use and manage your new campaign management and analytical CRM solution.

profit from our knowledge

Through our relationships with multiple partners, we can design a flexible solution that best meets the needs of your business and your environment. HP adds more value to your solution with specific experience in analytical CRM, a business vision that is focused on the total customer experience, innovations in technology and integration practices, and a complete solution ecosystem.

real return on investment

HP Analytical CRM solutions will enable your company to realize a strong return on investment. Below is an example of just some of the ways that your company will realize this return.

enhance revenues

- Retain customers and increase the products and services they buy.
- Acquire new customers.

improve customer service

- Design and deliver products and services that meet customer expectations and requirements.

reduce sales and marketing costs

- Develop better market pricing, segmentation, and positioning.
- Generate better quality leads passed to sales.



complete CRM
solutions



build better relationships with hp

included in the solution

- infrastructure for your always-on business
- HP-UX, Linux, or NT servers
- HP storage products
- HP OpenView management solutions
- HP security solutions
- HP middleware
- industry-leading partner applications
- business and IT consulting services
- HP mission-critical support services
- financing
- education

complete relationship management solutions

HP Analytical CRM is part of a complete suite of HP customer relationship management solutions that includes

- HP Customer Interaction solutions
- HP Sales and Service Automation solutions
- HP E-Commerce solutions

for more information

To learn more about HP Analytical CRM solutions, contact your local HP sales representative. Or find out more online at www.hp.com/go/crm.



The information in this document is subject to change without notice. All brand names are the trademarks of their respective owners.

HP is committed to designing products and services that are accessible to everyone, including people with disabilities. To learn more about the general accessibility features of HP products, please visit www.hp.com/accessibility.

© Copyright Hewlett-Packard Company 2002. All Rights Reserved. Reproduction, adaptation, or translation without prior written permission is prohibited, except as allowed under the copyright laws.

Printed in USA. M0602 P/N 5981-1631EN