

Objectives



- Roll out Salesforce as the central platform for International Fleet Management area
- Implementation of a Sales Cloud (Salesforce) solution as well as the development of applications for the areas of international key account management, tender management and implementation management
- Replacement and shutdown of current used CRM Tools
- Data migration of existing customer portfolio and documents
- Providing compressed access for the international company subsidiaries to process requests on the same data platform

Project Scope

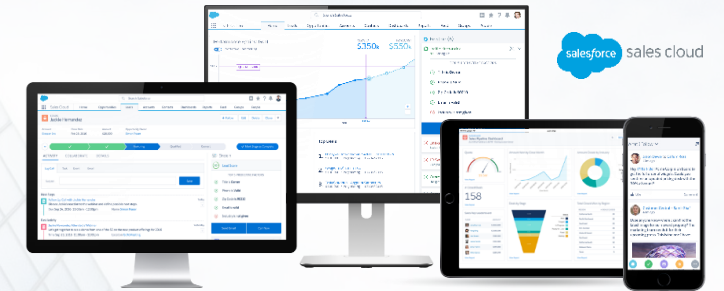


- Requirements Engineering
- Business Analysis and process documentation/ modelling
- Project Management
- Test Management
- Coordination of legal issues
- Coordination of license issues
- Coordination of procurement of external development partner
- Leading workshops and user trainings
- Central contact for stakeholders

Industry



- Automotive Finance
- Full Service Leasing
- International Captive



Outcome / Benefit



- Efficient and user-friendly handling of daily business
- Smooth processing of customer requests
- Central storage of customer data
- Fast and clear overview of dashboards, status and tasks at any time
- Improved communication between the headquarters and the subsidiaries on day-to-day business
- Full transparency for every user (depending on permissions)
- Reporting of key figures