

SuperOffice CRM Online

Service Offerings 1-2-3



SuperOffice®

The smart way to do business

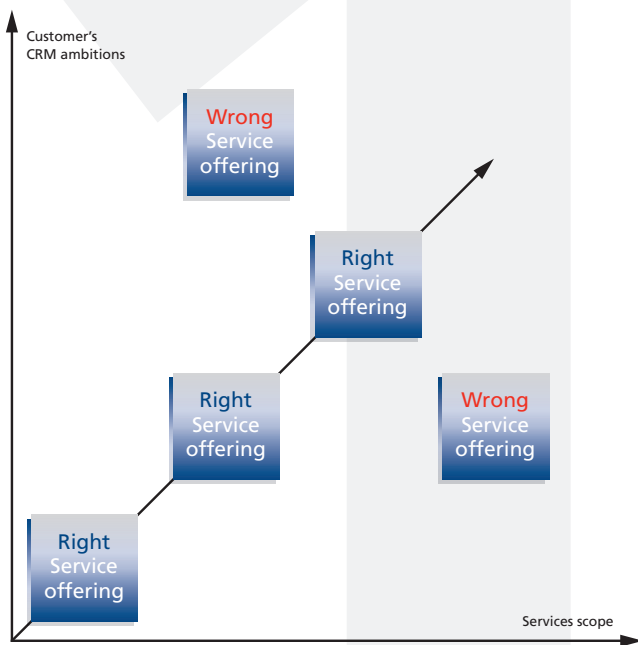
SuperOffice CRM Online

Service Offerings 1-2-3

Pick The CRM Success Model Which Suits Your Business. It's as Easy as 1-2-3!

SuperOffice provides a new era of putting you in charge. In a world where you can order coffee fifty different ways, why put up with CRM implementations that are "one size fits all"?

SuperOffice breaks the mold of forcing customers to choose only one method of CRM implementation. With SuperOffice CRM Online Service Offerings 1-2-3, you pick the implementation package you need based on the size of your business, your ambitions for the CRM system and requirements for work process support.



Meet CRM Implementation Challenges Head On With SuperOffice Services

Whatever your size company, making a decision to buy a CRM solution is only half the battle. For many, implementing this new CRM purchase can turn out to be a bigger headache than ever imagined, especially if you try to do it alone or piecemeal. With SuperOffice Services, you get CRM implementations which are done right the first time, on time, on budget and to your expectations.

Designed for small and medium-sized business customers, CRM Online Service Offerings 1-2-3 are tailored to support your unique organizational requirements for your single most important business processes. Our experts provide the strategic guidance and hands-on expertise you need to make your CRM initiative a success. Choosing one of the CRM Online Service Offerings in addition to the UPnGO service may be exactly what your business needs in order to help you achieve the success you want with your CRM tool.

Lean, the SuperOffice Way

A CRM project does not need to be a long, drawn out affair. Here at SuperOffice, we believe that "less is more" and this is prevalent even in the services that we provide. Each of the service offerings are as lean as can be according to our customer's CRM ambitions and is the shortest way to reach the goal. We have a very conscious way of delivering services to our customers. We match our services to your needs. In short, you get what need. No more. No less.

Extendability

If your company requires more than what each of the offerings include, just use the one closest to your needs as a springboard and add the necessary activities to ensure CRM success. These activities can include:

- Specification of business processes (related to sales or marketing)
- Configuration assistance for fields, templates and process support
- Data import
- Customized Templates
- Customized Reports
- Training in User-Defined Fields
- Configuration of the Sales Intelligence module
- Standard and customized training

It's important to SuperOffice that you and your organization make the most of the CRM's capabilities and get fast results. If you are in doubt of which package to choose, your account manager will be happy to discuss your unique needs and recommend the right package for you.

Service Offerings 1-2-3

Choose from one of three standard packages or build your own package based on your own unique needs.

	Service Offering 1	Service Offering 2	Service Offering 3
# users	<ul style="list-style-type: none"> • 1 - 10 users 	<ul style="list-style-type: none"> • 5 - 25 users 	<ul style="list-style-type: none"> • 5 - 35+ users
Overall CRM ambition	<ul style="list-style-type: none"> • Limited • Just want a one stop shop for customer data 	<ul style="list-style-type: none"> • Some ambitions regarding work process support or CRM as a business improvement tool 	<ul style="list-style-type: none"> • CRM is of strategic importance • Want professional project assistance from SuperOffice every step of the way
Deliverables	<ul style="list-style-type: none"> • Tech Check • Configuration/Documentation of configuration 	<ul style="list-style-type: none"> • Tech Check • Combined Business Analysis and Configuration Specification Workshop • Configuration/Documentation of SuperOffice CRM Online • Training 	<ul style="list-style-type: none"> • Tech Check • Project Planning • Business Analysis Workshop • Configuration Specification Workshop • Visual presentation and changes • Initial import (contact/contact person) • Project Management • Training

For more information, please contact your sales representative.

Key Benefits

Based on more than 11,000 successful implementations, SuperOffice CRM Online Service Offerings 1-2-3 can help you to:

- Get up and running in no time
- Get faster return on your CRM investment
- Achieve higher adoption rates
- Achieve CRM success the way you envisioned it
- Knowledge transfer and best practices so you can further optimize features on your own
- Give you an overview and control of costs related to the implementation

"With the help of a partner in the SuperOffice network, our solution was implemented in record time and we went "live" at the agreed date, without delays or extra costs."

Kirsten Helgesen, Director of Business Development, JM Byggholt

"SuperOffice understood our needs. The day that SuperOffice presented what we had to do to get going with our implementation, we knew that we had made the right choice. SuperOffice uses a methodology which gave us the expected delivery at the expected time."

Frode Ugland, Sales Manager, Media Norge Salg



SuperOffice CRM Online Service Offerings 1

A Lean Service from SuperOffice

Target Customers for CRM Online Service Offering 1

This Service Offering is ideal for companies who are concerned with getting an assisted start with their CRM Online solution however are not focused on changing any work processes during the initial implementation. You have about 1-10 users and your goal is a "one stop shop" for customer data.

This type of company wants the CRM solution to help them track and serve their customers. Therefore, it's important to be able to manage customer information and interactions from one system. No one wants to waste time digging through spreadsheets, emails and several databases for the information that they need.

Based on what these types of companies have told us and from thousands of successful implementations in this market, SuperOffice created CRM Online Service Offering 1.

This offering is an expanded version of the UPnGO service offering and may be instead of or in addition to the mandatory UPnGO service. The Offering is tailored to support these types of companies' unique organizational requirements, and our professional consultants map your needs and accelerate business productivity.

Deliverables

Includes the following:

1. A *Tech Check*, including installation of Mail Link, 7.Web Extensions, Cross Table Viewer and Citrix Online Web Plugin. Note that this requires local administration rights on the computers where the software is to be installed.
2. *Simplified Configuration and documentation of SuperOffice CRM Online*
Our consultant spends one day working with configuration in the Admin module together with the customer's super user.
The customer must be prepared and ready to communicate what lists and categories they want implemented. The result is SuperOffice CRM configured according to the customer's wishes and documented for future management.

Upgrade Recommendations

Customers who buy this also buy:

- ✓ *Initial import of customers and contact persons* - This estimate is limited to the import of 5000 companies and 5000 contact persons. The customer needs to deliver import data in a tab separated text file.
- ✓ *End User Training* – A one day customer adjusted training session is recommended for companies who are very inexperienced using a CRM tool, or want to ensure all users work in the same manner. The users will be trained in basic use of SuperOffice CRM. Note that this is otherwise the responsibility of the customer.
Maximum 12 participants.

We also provide custom implementation services for situations where a package may not be the right fit. Please contact your sales representative if you would like to add more services.



SuperOffice CRM Online Service Offerings 2

A Lean Service from SuperOffice

Target Customers for CRM Online Service Offering 2

This Service Offering is targeted towards companies with no geographical spread and typically have 5-25 users.

The users of SuperOffice CRM all have similar needs and work according to a unified work process. You have some ambitions regarding work process support or CRM as a business improvement too.

Companies who prefer this Service Offering realize that work process support is the only way improvements such as sales efficiency and marketing effectiveness can be made – creating lasting competitive advantage and simply closing more deals. Alerting managers to problem areas and reducing manual work are just a few of the needs of this customer.

Based on what many of these customers have told us and thousands of successful implementations in this market, SuperOffice created CRM Online Service Offering 2 specifically to support these unique organizational requirements. Our professional consultants map your needs and accelerate business productivity.

Deliverables

Includes the following:

1. *A Tech Check*, including installation of Mail Link, 7.Web Extensions, Cross Table Viewer and Citrix Online Web Plugin. Note that this requires local administration rights on the computers where the software is to be installed.
2. *Combined Business Analysis and Configuration Specification* - A preparation letter is sent out and you, as the customer, are asked to prepare thoughts both on how the work process should look, as well as wishes for the configuration. Two consultants facilitate a one day workshop aimed at making SuperOffice support the work process and enable high end user adoption. Afterwards the solution is configured and documented. It is limited time on these areas, and approximately half a day is spent on respectively work process and configuration.
3. *End user Training* - One day customer adjusted training session. The users will be trained in use of SuperOffice according to the designed work process.
4. *Admin Training* for the Super User - Standard training courses hosted by SuperOffice or partners.

Upgrade Recommendations

Customers who buy this also buy:

- ✓ *Initial import of customers and contact persons* – This estimate is limited to the import of 5000 companies and 5000 contact persons. The customer has to deliver import data in a tab separated text file.
- ✓ *Delivery Coordination* - A consultant helps coordinate and book the different activities, as well as follow up on the deliverables. Alternatively this is handled by the customer.

We also provide custom implementation services for situations where a package may not be the right fit. Please contact your account manager if you would like to add more services.



SuperOffice CRM Online Service Offerings 3

A Lean Service from SuperOffice

Target Customers for CRM Online Service Offering 3

This offering is usually for companies from + 15 users of the software and/or already has some experience in using a CRM tool and want to take the next step in becoming a fully customer driven organization. These types of companies are concerned with improving how they can deliver superior customer value, tailoring offerings and services in response to customer needs. In order to build long term relationships and keep the customer in constant focus, these types of companies need a solution which helps drive integrated end to end business processes, from creating a business opportunity and developing an offering, to pricing and delivery. Entire business processes need to be customer driven, seamlessly connected to other critical business functions, and designed to meet customer expectations regarding quality, speed, convenience and reliability.

With this type of customer, the CRM investment is considered to be of strategic importance so you want the implementation to be run as a project, where SuperOffice contributes to the quality of the implementation. With CRM Online Service Offering 3, support of one work process is included.

Deliverables

Includes the following:

1. *Tech Check*, including installation of Mail Link, 7.Web Extensions, Cross Table Viewer and Citrix Online Web Plugin. Note that this requires local administration rights on the computers where the software is to be installed.
2. *Project planning*. This is where the project plan is created, the activities are planned and the responsibilities outlined. We also create a Project Definition Document (the PDD).
3. *Business Analysis Workshop* - A preparation letter is sent out and you, as the customer, are asked to prepare thoughts on how the work process should look. This is a one day workshop facilitated by two consultants. We specify the work process with all its activities, processes, templates, etc. This activity is necessary to ensure that SuperOffice CRM supports the customers work process (sales or marketing) and therefore enable high end user adaption. Afterwards, the process and the findings of the workshop are documented.
4. *Configuration Specification Workshop* - A preparation letter is sent out and you are asked to prepare specific input on how SuperOffice should be configured. This is a one day workshop facilitated by two consultants configurations are done directly in the database. Afterwards, we document the entire configuration for future changes/additions. The purpose of the configuration meeting is to discuss the set-up and configuration of the SuperOffice CRM Online

system so that it will support your business processes and cover the need for support and reporting in the organization.

5. *Visual Presentation and Changes* - The purpose of the prototype presentation is to go through the process and design. The prototype will give the customer an idea and a feeling of how the system will look, feel and work with the design agreed.
6. *Initial import of customers and contact persons* - This estimate is limited to the import of 5000 companies and 5000 contact persons. The customer has to deliver import data in a tab separated text file.
7. *Project Management*
8. *Project Meetings*
9. *End User Training* - One day customer adjusted training session. The users will be trained in use of SuperOffice CRM Online according to the designed work process.
Max 12 participants pr. course

We also provide custom implementation services for situations where a package may not be the right fit. Please contact your account manager if you would like to add more services.