

BPMonline

Profile

About BPMonline

BPMonline is a global provider of the first-class Customer Relationship Management (CRM) and Business Process Management (BPM) solutions. Powerful and easy to use, the solution provides deep user-friendly customization at an incredibly inexpensive price point.

The award-winning BPMonline CRM application brings easy and affordable process management tools to CRM professionals.



In 2011 BPMonline CRM was titled CRM Idol 2011 in EMEA region. The judges of the contest evaluated BPMonline CRM as one of the most elegant process-based CRM applications.



Early in 2012, BPMonline was listed in ZDNet's 'CRM Watchlist 2012', an annual review of the most influential CRM players.



The undisputed industry authority – CRM Magazine – named BPMonline as a Customer Service Rising Star. The award is designed to recognize the cutting-edge vendors whose products are 'Meeting and exceeding customer needs'.

Applying its deep industry-level experience, BPMonline created a wide range of industry-tailored solutions for customer relationships and business process management. BPMonline customers from Real Estate, Telecom, Banking, Legal and other sectors use the out-of-the-box solutions specific to their industry. This approach enables companies to have their CRM+BPM solution up and running quickly and ensure the ongoing success.

Headquartered in London, UK, with an ever-growing partner network, BPMonline is presented in more than 35 countries around the world. Currently 3500 organizations trust our solutions, empowered by the exceptional customer service.

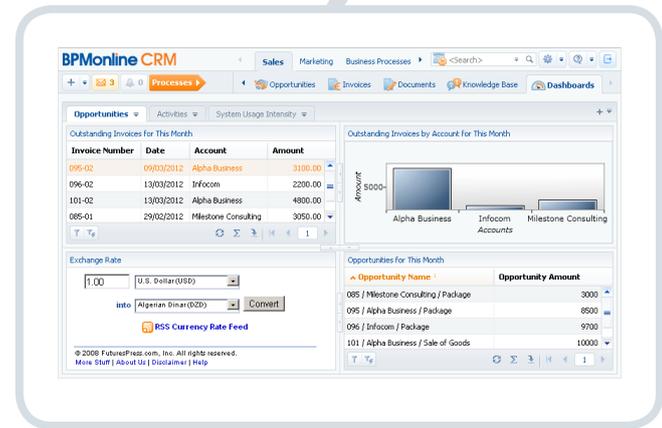
Welcome to BPM age

Why BPM technologies are so important?

- 82% of middle- and large-size companies either have already implemented BPM or are in the development stage.
- 67% of companies invest resources into BPM activities.
- 36% of companies are optimizing their processes because of inefficiency.
- 40% of business processes will be supported by BPM solutions by 2012.

BPMonline CRM Benefits

1. **BPM+CRM.** A great chance to design and automate processes to deliver outstanding customer experience.
2. **Unparalleled self-customization tools.** IT solution that can be tailored with the click of the mouse.
3. **Open source configuration.** Platform that enables limitless extension opportunities.
4. **Only \$29 per month.** Unprecedented price for cutting-edge solution.
5. **All benefits of on-demand.** No additional IT costs for hardware, premises, IT staff etc.



BPMonline CRM Insight

The solution is an innovative tool for managing processes and customer relationships.

BPM

- Tools that enable business analysts design, automate, execute, monitor and analyze processes.
- Shorter process development cycle.
- Process deployment and maintenance at low costs.
- A tool that is comprehensive for both IT and business professionals.
- Process automation that doesn't require programmers.
- Visual Design Tool to build beautiful UI with great usability.
- Reduce costs for process management.

CRM

- Manage customer data.
- Segment your target audience.
- Plan and forecast sales.
- Manage marketing campaigns.
- Control documents.
- Plan your activities.
- Build analytical reports.

BPMonline CRM

- Full cycle of business process management.
- 360 degree view on customers.
- Sales forecasting tools.
- Campaign management tools.
- Automation of routine tasks.
- Scheduler for task management.
- Analytical Reports to measure outcomes.
- Great usability and customization of UI.

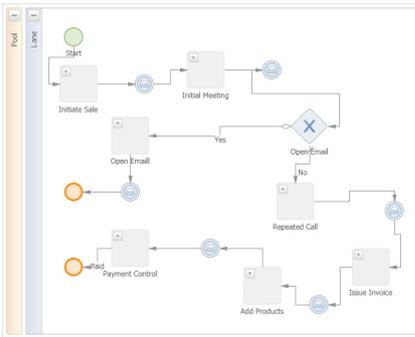
The screenshot shows the BPMonline CRM interface. At the top, there are navigation tabs for Sales, Marketing, Analytics, and Tools. Below this is a search bar and a list of records. The main content area displays a table of contacts with columns for Contact Name, Account, Mobile Phone, and Email. A detailed view of Alexander Wilson is shown below the table, including his mobile and business phone numbers, email address, and address in Liverpool, United Kingdom.

Contact Name	Account	Mobile Phone	Email
Alexander Wilson	Alpha Business	+44 (781) 854 7512	a.wilson@alphabusiness.co.uk
Alfred Campbell	Clarity IT	+1 212 029 8872	campbell@clarity-it.com
Alice Philips	Slipstream	+44 (782) 204 5477	alice.philips@slipstream-corporate.co.uk

BPMonline CRM is a comprehensive CRM solution which provides enhanced business process management (BPM) features.

Business Process Automation

Unified processes enable all employees adhere the same standards as a result make fewer mistakes and increase efficiency. Drilling down into the data allows for forecasted outcomes with greater precision and helps foster an environment for continuous improvement.



Customer Data Management

360-degree view on customer helps companies build more personalized communication and calculate CLV (customer lifetime value) in order to assign your best sales managers to the most valuable customers.

Sales Management

Strengthening of customer loyalty increases average profit per customer, automation of processes enables sales staff to close more deals, and analytics give insight to customer behavior and help staff increase cross-sales.



Marketing Management

Having all the necessary data at their fingertips, marketers are able to launch specifically targeted and well-prepared promotions and attain higher response rate.

Time Management

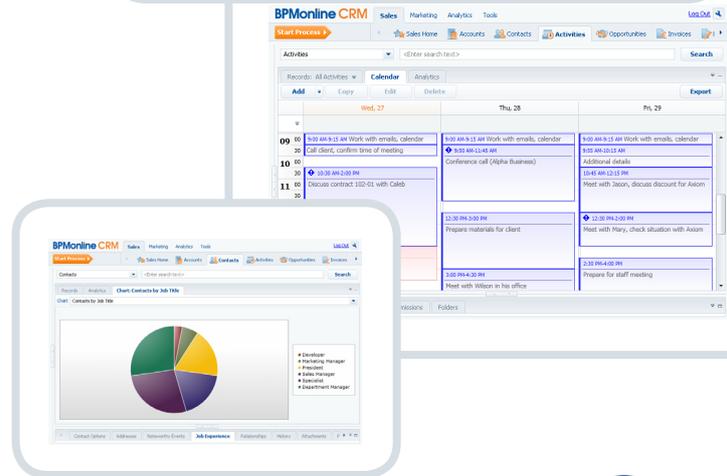
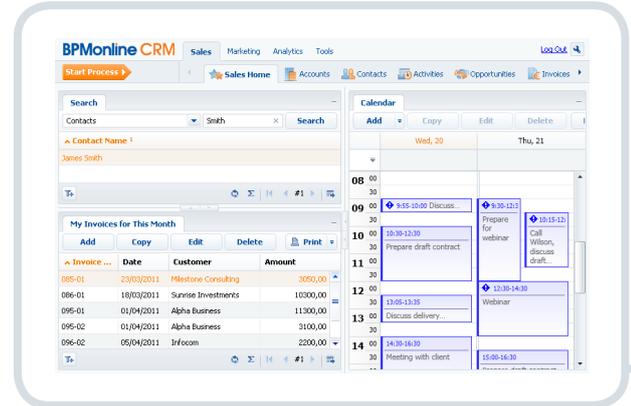
Time management and process automation tools help sales managers focus entirely on the customer, not on routine. Analytical reports enable management to supervise employee workload and improve collaboration.

Document Management

Single document storage accelerates data search and helps employees share necessary document in a few clicks. Auto-generation of such documents as reports or invoices saves time for employees. Automation of the document exchange process improves collaboration.

Internal Collaboration

Efficient data exchange procedures eliminate data gaps and prevent data loss. Process automation helps staff supervise and synchronize all activities and guarantees compliance to standards throughout all subsidiaries.



Support

Cost Reduction

Hidden and unforeseen costs: -10%

Training costs: -25%

Average cost of incident resolution -20%

Average downtime -50%

We help our customers find the best ways to solve their issues. Our support team will readily show you:

- The easiest way to deploy, configure and administer the system.
- The most effective way to solve different business issues.
- The most practical way to create, modify and update reports and scripts.
- The most reliable way to integrate with third-party applications.

A single point of contact ensures rapid response and resolution. And since we provide access to our extensive knowledge base for all our customers, it is possible to instantly resolve the most common issues without assistance. Every explanation from the knowledge base has been thoroughly researched, tested, and reviewed. Moreover the knowledge base is constantly updated, expanded, and refined in order to deliver the latest information to our customers.

Training Center

BPMonline Training Center conducts online training courses to show how BPM and CRM work together for businesses by sharing actual case histories and delivering implementation methodology.

BPMonline CRM Features

The training provides attendees with information about the solution features. We keep training time perfectly balanced and pay proper attention to both theoretical issues and practical lessons.

Training length — 3 days.



BPMonline CRM Customization

The training is 'One-stop' shopping for your administrators and implementation leaders, because it focuses on all dimensions of the process. It is a great opportunity to examine the platform backward and forward.

Training length — 4 days.



BPMonline CRM Implementation

The training is actually a Guided Roadmap for the implementation process. Attendees follow all project stages in detail and are taught how to organize a project to produce expected outcomes. This class also provides the knowledge and skills needed to create project documentation.

Training length — 3 days.



Process Design and Implementation for Business Analysts

Training is a great opportunity to walk in business analyst's shoes – during a day attendees will participate in small process design and implementation project. Participants will work in the BPMonline Process Design tool thus they will gain both theoretical knowledge and practical skills.

Training length — 1 day.



Services

When deciding to implement BPMonline CRM, a company may select one of three strategies. It may employ our consultants to guide the implementation process, launch project that will resolve only vital business issues or start a Turnkey Implementation.

Turnkey Implementation

The BPMonline implementation project consists of a number of stages, implementation of which in a sequenced manner insures the maximum return on investment when using an automated system. Turnkey implementation is based on a in-depth expertise and includes the following stages:

- Project Evaluation Designing & Planning
- Developing System Requirements
- Customization & Testing
- Third-party Integration
- Pilot testing
- Actual Adoption
- Project Audit
- Ongoing Support

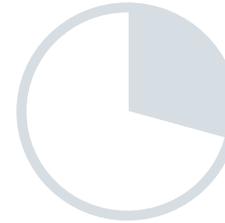
Quick Start Package

The Quick Start Package provides the fastest way to implement BPM technology. It takes our experts only two days to develop a preliminary concept of the future solution and customize it with the help of the user toolset. The whole set of activities for this package includes:

- Design a concept: solve business problems by using an out-of-the-box toolset.
- Fine-tune your solution.
- Teach users how to configure the solution and work with it.
- Develop brief instructions to foster solution adoption.
- Provide recommendations that define further solution development.



Implementation of BPMonline solutions improves sales up to 85%. According to internal BPMonline research



CRM improves sales reps performance up to 30%. According to internal BPMonline research

Guided Implementation

If a company plans to launch enterprise-wide transformation initiatives on its own, we give it our helping hand. Using knowledge of the business, industry, technical and functional areas, our professionals will help customers to plan, design, build, deploy and run solutions in a fast and cost-effective manner.

Our dedicated experts will readily help you solve specific questions related to system customization and usage. They show you how to:

- Use all system features at their full capacity to meet business goals.
- Implement business logics into the solution.
- Configure modules.
- Prepare the system for the commercial operation.

Integration

Businesses of today heavily rely on precise, integrated and well-organized data. BPMonline consultants ensure seamless integration of all enterprise data in a single informational environment.

To harness diverse information assets our consultants:

- Analyze processes and current IT solutions.
- Design data flow diagrams to optimize information exchange and reduce data duplication.
- Design the architecture of the integrated solution.
- Build a model of IT infrastructure, define the rules of data exchange.
- Configure IT solutions and perform initial data import.

BPMonline – Innovative Platform for Process Management

The BPMonline platform enables users to design and implement easily customizable information systems. Such a system can be instantly applied to the fast changing business environment. The platform employs the following technologies:

SaaS

All BPMonline applications are delivered as a service. Our customers skip time-consuming deployment and start working immediately. The most tangible benefit of using software-as-a-service is a shift in a payment structure from significant one-time investment towards small periodic payments. With on-demand model you obtain the subscription for BPMonline CRM. The subscription includes:

- Usage of the CRM application.
- Updates to all new versions of BPMonline CRM.
- Technical support.

BPMN

Business processes are without a doubt a core of the BPMonline platform. With this platform there is no need to use code in order to design and implement new features. All you need is to select from the basic process items and assign logical links among them. All applications that are built on the BPMonline platform enable you to design processes in a handy visual design application. The real magic starts when you complete the design process and save your work, because you can run the process immediately as such having a quick implementation cycle. Additionally, since all processes are represented in the BPMN standard they are understandable for both business users and IT personnel.

SOA

SOA streamlines the software development process by adding services instead of writing code from scratch. This approach facilitates the ease of extending IT solutions to business functions not currently covered by automation. The service-oriented architecture helps companies customize their applications instead of needing to develop new ones.

RIA

With the BPMonline platform you can customize your application or develop a new one with one hand tied behind your back. The system automatically generates RIA interface that can be changed with a mouse. AJAX and Silverlight technologies that are integrated within the BPMonline platform make a UI design process smooth and convenient.

.NET

Because BPMonline has been developed using .Net it allows easy customization on a powerful platform. In fact, the strength and flexibility of the .Net platform is one of the primary reasons for its' huge popularity among developers throughout the world. The BPMonline platform enables programmers to accelerate the development process by providing a unified and convenient set of development tools.

Web Interface

BPMonline solutions are web based applications and that is why they need no installation on the user's computer – all the work is performed via web browser. BPMonline platform is built on standard industry technologies. Developers may use such platforms as HTML, AJAX and Silverlight to build any user interface they prefer.

Partners

We are focused on establishing strong relationships with forerunners in the marketplace who can share our vision and want to change its landscape.

At BPMonline we specify the following partnership statuses:

Referral Partner

In this status a company may already has some customers who have interest in BPMonline CRM. Referral partners gain income by providing us with the new leads.

Consulting Partner

In this status a company provides consulting services.

Software Partner

In this status a company is a reseller of BPMonline software and services.

Implementation Partner

In this status a company sells BPMonline solutions and provides implementation services. The partner is authorized to manage its own projects in order to help customers integrate legacy IT systems with the BPMonline solution or develop and implement customized solutions based on the BPMonline platform.

Solution Partner

In this status a company provides a complete set of services, including business and IT consulting and employs BPMonline Guidelines to deliver the greatest outcome possible.

5 reasons to become our partner:

- High Margins Deliver High Revenue. We offer our partners unprecedented discount rates up to 50%.
- Joint Sales and Marketing Initiatives. We know industry best practices and how to close deals. You have an in-depth understanding of both market and customer needs. This synergy allows us to maximize our efforts and close more deals.
- Access a Growing Customer Base. We foresee unprecedented growth in demand for combined BPM+CRM solutions in the next few years. We invite you to spearhead new business opportunities.
- Unique Solutions Built on an Innovative Platform. As a BPMonline partner, it is possible to differentiate yourself by developing unique business solutions that target specific customer needs.
- Personal Partner Account Manager. An individual Partner Account Manager assists you with handling the training process, provides consulting services in the area of business development and guides you through all the start-up stages.
- Business Roadmap. Our Partner Roadmap is a great tool to instantly capitalize on business opportunities, find a niche and identify company strengths. It provides a blueprint of activities to be followed to optimize the BPMonline partnership.





Simplify the future

WC1B 3BQ, London, UK
Suite 351, 10 Great Russell St

UK phone: +44 (20) 8816 8320
USA phone: +1 (347) 809 33 60
Development center: +38 (044) 496 24 50

info@bpmonline.com
sales@bpmonline.com