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Von Padmanabha Rao, Venkatesan Sundaram
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Oracle CRM On Demand Administration Essentials

A one-stop implementation reference guide to Oracle CRM On Demand, the world's best-selling brand of CRM technology

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Von Padmanabha Rao, Venkatesan Sundaram : Oracle CRM On Demand Administration Essentials before purchasing it in order to gage whether or not it would be worth my time, and all praised Oracle CRM On Demand Administration Essentials:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. CRM nicht nur fr IT-ExpertenVon CustomerMit Oracle CRM On Demand 2012 Administration Essentials bekommt jeder einen berblick ber das CRM System von Oracle. Egal, ob man sich als Administrator fr die Installation, Pflege und Erweiterung des Systems interessiert, oder als Anwender die vielen Mglichkeiten ausprobieren mchte. Auf knapp 300 Seiten haben es die Autoren geschafft, das Wissen gut zu vermitteln und dabei nie langweilig zu schreiben.CRM ist in der digitalen Welt wichtiger denn je und wer eine Oracle Umgebung im Einsatz hat, oder sich fr Oracle CRM On Demand interessiert, dem kann ich dieses Buch nur empfehlen.

Kurzbeschreibung
In Detail
The CRMOD software is built to world-class industry reference models of customer relationship management, and the service provides all the software and features you would need for a world-class customer relationship management practice. This knowledge is essential to keep the costs of investment low and return on the investment high. "Oracle CRM On Demand Administration Essentials" describes the design and discipline of the software and service of CRMOD. It gives you the knowledge to embed the system to a high quality and sustainable effect in your business. This book delves into the details of the CRMOD system to equip the implementation team with the knowledge of the model of customer relationship management to adapt, adopt and advance to suit your business, keep your customers delighted and your competitors gasping. CRMOD is a platform system providing online transactions, reports and analytics and integrations with other systems. Understanding the capabilities of each of these, and bringing them together suitably, helps you build a world-class practice of CRM. The book will start from a definition of the practice of customer relationship management to using the Oracle CRM On Demand technology to support the practice. You will learn what you get out of the box, which can be quite a lot once you begin to explore it in depth. You will then learn to configure and customize the system for both your extended tactical needs and intensive strategic business needs.

Approach
This book is packed with real world examples that cover the design and discipline of the software and service of CRMOD.

Who this book is for
If you are a CRMOD Administrator, Business Analyst or a CRM implementation specialist looking forward to implement CRM On Demand or enhance and maintain an existing CRM On Demand deployment, then this is the guide for you.

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Padmanabha Rao Kadirenahalli Venkata Padmanabha Rao has been in the industry for 14 years. He started with India's National Resource Data Management System project in 1998, working on a decision support system for the Zilla Panchayat of the Raichur district in the state of Karnataka. He was a research assistant for the World Bank's Environmental Management Capacity Building project in India. Paddy was an educator and an information technologist in the non-profit sector before joining CRMIT in 2007. In CRMIT, he brings his familiarity with research, development policy, and education to the technology table. He is a graduate of the National Institute of Technology at Hamirpur and lays equal store by atoms and bits with his training in engineering and economics. His academic interests include massive multiplayer mobile games and transportation problems. He is excited by the possibilities today to deliver a mind blowing experience on a large scale to customers.

Venkatesan Sundaram Venkatesan Sundaram is a co-founder of CRMIT and is positioned as the Senior Director of Project Delivery/Consulting. Before CRMIT, he had worked in various consulting positions for Baan Info Systems, BroadVision, and Cognizant Technology Solutions. He specializes in implementation of CRM solutions across multiple verticals and also architected many e-commerce solutions. One of the implementations (www.irctc.co.in) is the fastest-growing e-commerce site in India and the first mobile commerce application. At the time of its delivery, the project won PC Quest's "Maximum Social Impact for Indian people in 2004" and the "Best IT Implementation in India for 2005" awards. He holds a Post Graduation degree in Software Enterprise Management from the Indian Institute of Management, Bangalore, Bachelor's degree in Electrical Engineering, is certified in Production and Inventory Management (CPIM) by the American Production and Inventory Control Society, and is a certified Project Management Professional (PMP) by the Project Management Institute (PMI).