

Siemens CMT

Communications, Media and Technology

Importance of Master Data Management in distributed systems

Zoran Galijanić



Business Development Manager



17th Conference – HROUG
Rovinj, Croatia – October 16th - 20nd 2012

Version 1.0.
17th of October 2012.

Customer Relationship Management stands for a complete holistic customer approach



Marketing



Sales



Customer



Service

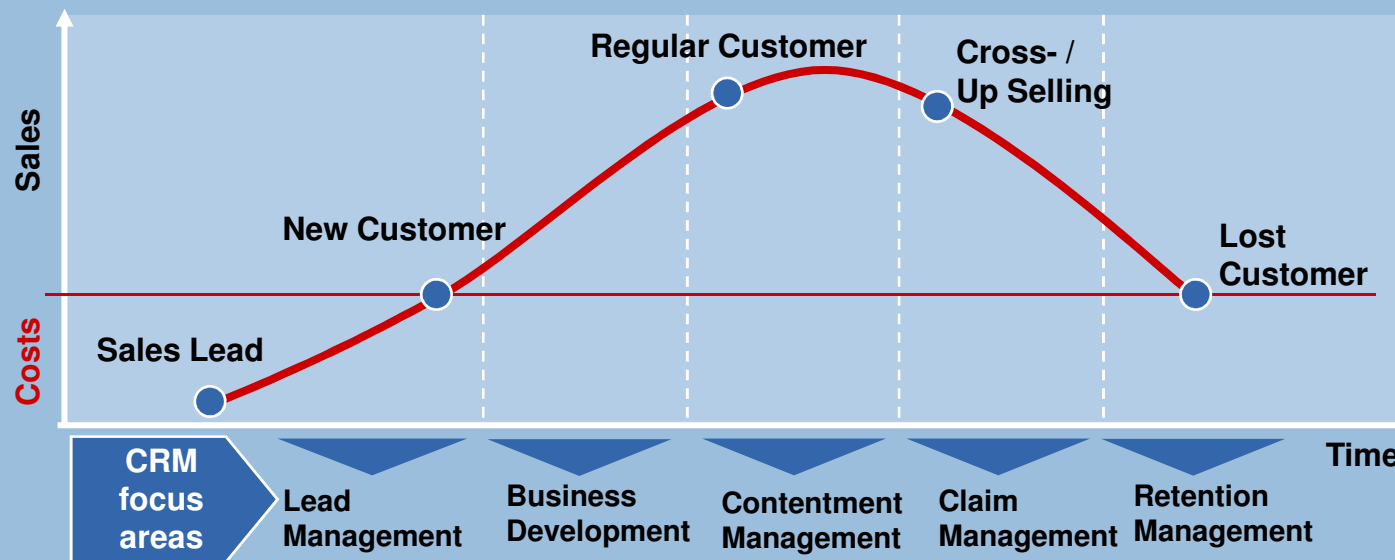
Customer Relationship Management (CRM) means to manage the customer in terms of

- **Marketing**
- **Sales**
- **Service**

throughout the whole life cycle in order to broaden the customer base, increase customer loyalty and profitability.

CRM is focusing on the customer –
for your company's benefit

A profitable customer is a customer, whose cash flow exceeds **during the relationship** the company's costs for acquisition and service for a acceptable minimum.



CRM means a **business philosophy** aiming for optimizing **customer identification**, **customer acquisition**, **customer loyalty** and **customer profitability**.

Business focus – do not be alone, use the best



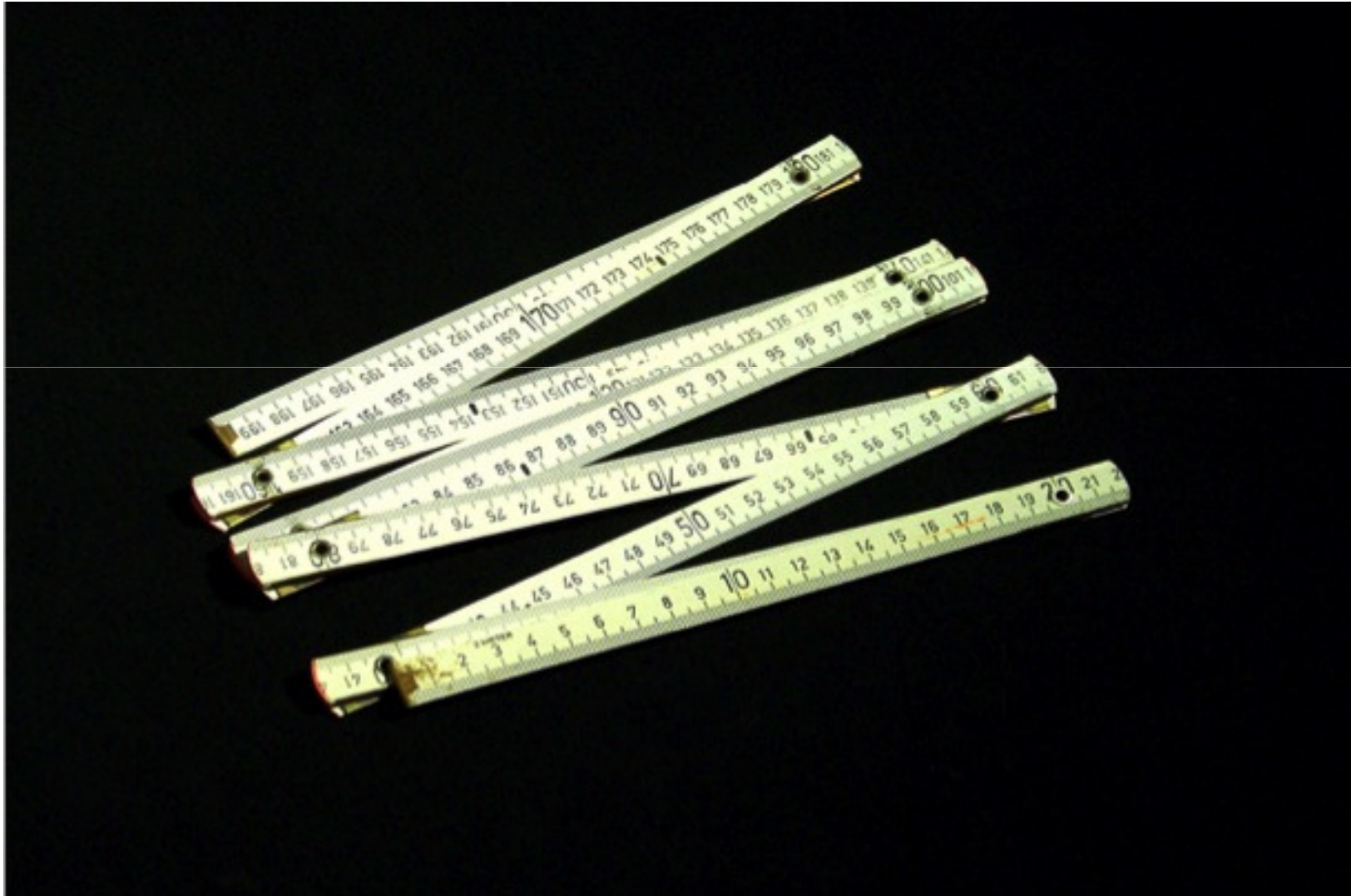
Sales focus – hit the right target



Marketing focus – pick unique one



IT Focus No1 – Be Scalable



IT Focus No2 – Be Robust



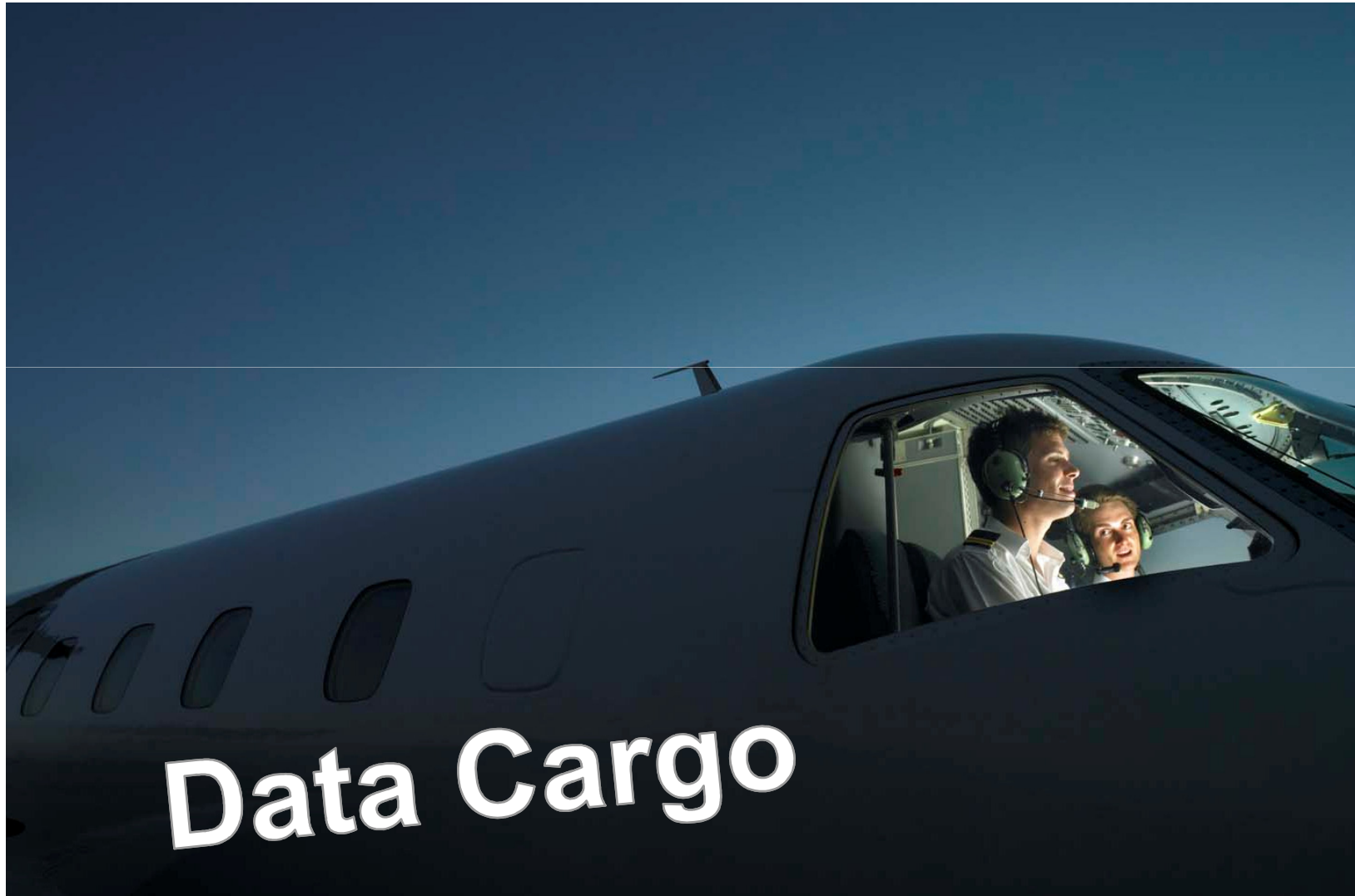
MDM rule No.1 - Data Cleaning & Matching



MDM rule No.2 – Share data



MDM rule No.3 – Data Governance



MDM rule No.4 – Consolidate / Fuzzy search



Ivana
R.



Ivana
B.



Ivan X.

Business focus – history view



Integration – OOTB web service (WS) library

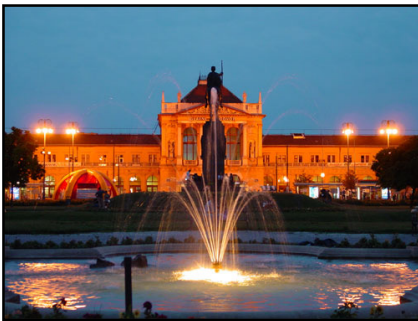


Siemens CMT – Local presence



Zagreb

Founded: 1995
No. of employees: 200



Osijek

Founded: 1999
No. of employees: 130

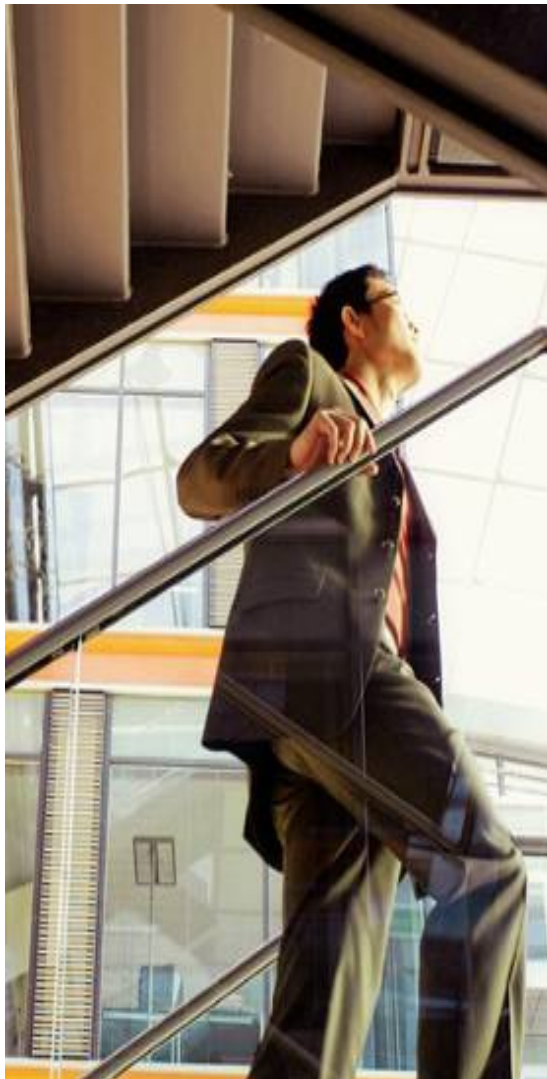


Split

Founded: 2000
No. of employees: 70



Siemens CMT certifications overview



Technology	Description	No. of employees
Oracle	14 Siebel Certificated consultants, 23 Oracle UCM trained employees	30
CRM / ESB	Consultants, busines analysts, developers, testers,	50
JAVA	Project experience in JAVA (Standard Edition, Enterprise Edition, Micro Edition, Web applications)	> 100
Microsoft	More than 20 implemented customer solutions based on Microsoft technology	> 50
Cisco	7 CCNA, 2 CCNP, 2 CISS, with Professional Cisco lab used for training and consulting	11
ISTQB testers	International Software Testing Qualifications Board certified testers	5
Project Management	5 PMI certified project managers 12 IPMA-C; 2 IPMA-B	15
SW architecture	Employees with software architecture curriculum	10
Consulting	eTom, SID, Frameworx (NGOSS)	8

Contact Data



Contact

Zoran Galijanić

Head of business line CRM

Global CRM Product Manager

Siemens Communications, Media and Technology

Heinzelova 70a

10000 Zagreb, Croatia

Phone: +385 1 610 5384

Mobile: +385 99 610 5384

Internet: www.siemens.at/cmt

E-mail: zoran.galijanic@siemens.com



Business Development Manager

ORACLE

Certified Expert

Siebel 8 Consultant

