

# ERM GmbH

*Your Consultancy, Product and Integration Specialist for  
Enterprise Relationship Management*

- Customer Relationship Management
- IT Service Management
- HelpDesk Systems
- Bid Management
- Service & Consulting

## **Our goal is to help small and medium-sized enterprises achieve sustainable growth**

### **Ready-to-run systems in the shortest possible time**

The ERM GmbH, founded in 2003 as CITYPRO GmbH, specialises in consultancy, distribution and integration of Enterprise Relationship Management solutions. By Enterprise Relationship Management we mean, in addition to a comprehensive IT and software infrastructure, the analysis and preparation of integrated business processes enabling your enterprise to structure and systemise relations with the business environment. Because of our no-frills, pragmatic approach and innovative consultancy and integration methods, ready-to-run systems are available to our customers in the shortest possible time.



## **Our service portfolio is carefully tailored to the needs of small and medium-sized enterprises**

### **Holistic thinking:**

#### **Enterprise Relationship Management**

The concept of Customer Relationship Management is closely connected with applications that are concerned with interaction with your customers. But the enterprise environment is much larger when all thinking and action is focused on the customer. It is just as important to systematise relations with your partners, suppliers, employees and external service providers, for example – in the interest of your customers. For they benefit just as you do from smooth interaction between your enterprise and its environment. Your enterprise will be faster and more agile and can respond more flexibly to your customers' wishes!

#### **Independent product consultancy and product integration**

The requirements of our customers are the sole criteria for the utilisation of IT and software solutions. We do not see ourselves as traditional resellers, so we are not bound to any manufacturers. We have a number of carefully selected, high-performance products and solutions at our disposal and we choose, implement and adapt them as our customers require. These products and solutions are specifically tailored to small and medium-sized enterprises in terms of performance and price.

#### **Service and Consultancy**

The selection of a specific product is only a marginal factor when it comes to the successful introduction of Enterprise Relationship Management solutions and products. Structures have to be created and workflows defined first. In this regard we are at your disposal with our comprehensive consultancy services with reference to all aspects of Enterprise Relationship Management.

#### **Support, Workshops & Training Sessions**

To round off our service portfolio, we impart know-how regarding the application and administration of all the software solutions we offer.

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- more transparency
    - greater flexibility
      - accelerated processes
        - increased turnover
          - lower costs

## ERM Consulting

We help you organise your business processes

**ERM offers a comprehensive consultancy portfolio on all key aspects of Enterprise Relationship Management. We work with you to find solutions to the core issues that inevitably arise where your enterprise intersects with the world outside:**

- Customer Relationship Management
- Office Communication
- Knowledge Management
- Marketing and Sales
- Service Management
- Telecommunications
- Mobile Technology
- IT Consultancy

## Our products help you with the all-round systemisation and structuring of the interfaces with your customers, partners and suppliers

Our selected IT and software solutions offer you the chance to develop the agility and flexibility needed for rapid growth and at the same time to structure and systemise the interaction with your enterprise environment. It is very important to us that the solutions we offer grow with your company and that your new IT and software infrastructure does not end up in a blind alley. Growth requires sustainability. And that applies to your working environment as well.

### ■ Customer Relationship Management

Dramatically increase, structure and accelerate interaction with your customers and potential buyers by using CRM

### ■ IT Service Management

Give your enterprise a genuine competitive advantage through professional IT Service Management

### ■ HelpDesk Systems

Increase customer satisfaction through smooth and rapid processing of support and malfunction inquiries

### ■ Bid management

Automate and dramatically accelerate your whole bidding process, from initial contacts to invoicing

## Customers and References

We rely on long-term cooperation and see ourselves as competent and reliable partners of our customers. We want our relationships with our customers to be lasting and deep. Our work is therefore not focused on selling off software licenses in a hurry. We want to help small and medium-sized enterprises achieve sustainable growth. We offer you the requisite know-how in consultancy and integration of Enterprise Relationship Management. Here are three examples of selected customer projects.

	<p><b>Electric Paper GmbH</b></p> <p>Electric Paper, a Lüneburg company, develops and sells software solutions for digital document and receipt capturing as well as branch applications for collecting and evaluating data in the context of quality management.</p>	<p><b>Project Outline</b></p> <ul style="list-style-type: none"> <li>▪ Redesigning the GoldMine CRM solution and upgrading from dBase to SQL version</li> <li>▪ Reorganising the site synchronisation in Germany and Switzerland</li> <li>▪ Launching accounting software</li> <li>▪ Installing and synchronising the GoldMine CRM solution on PDAs and cleansing the data</li> </ul>
	<p><b>Condat AG</b></p> <p>Condat helps enterprises and administrations optimise and mobilise business processes and develops specialised software solutions. Condat also offers a wide spectrum for integrating new applications into existing IT systems</p>	<p><b>Project Outline</b></p> <ul style="list-style-type: none"> <li>▪ Launching GoldMine as a contact management system</li> <li>▪ Complex old data import from third party application</li> <li>▪ Configuration of uncoupled workplaces with synchronisation</li> <li>▪ CRM networking of the various branch offices</li> <li>▪ Web import for easy capture of leads at trade fairs</li> </ul>
	<p><b>Kittiwake GmbH</b></p> <p>Kittiwake is a world leader in the development, manufacture and sale of high-end measuring instruments, equipment and products for inspecting and analysing fuels, lubricants and water quality.</p>	<p><b>Project Outline</b></p> <ul style="list-style-type: none"> <li>▪ Launching GoldMine as a contact management system</li> <li>▪ Coupling the CRM system with the telecommunication equipment</li> <li>▪ Configuring the server synchronisation between England and Germany</li> <li>▪ Implementing access to GoldMine via a standard Web browser (iGoldMine and GO Global)</li> </ul>

We shall be happy to have a person-to-person talk with you about how you can benefit from the ERM service portfolio.

Give us a call at +49 30 6110 7653

Or contact us by e-mail at  
[info@erm-consulting.de](mailto:info@erm-consulting.de)

**We look forward to having a dialogue with you!**

**ERM – Gesellschaft für Enterprise  
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