

Salesforce.com for non-profits



Experience CRM Success!

Most organizations are only using 20% of their CRM application's functionality. We're here to help you take advantage of the other 80%.

Every implementation of salesforce.com requires a thorough understanding of the application and ongoing management to ensure that long-term benefits are realized. CRM manager understands these challenges and works with you to gain a competitive advantage.

Who is CRM manager?

CRM manager is a leading salesforce.com foundation consulting partner with headquarters in the greater Philadelphia area. We are aligned closely with the salesforce.com foundation and have unique skills and experience customizing salesforce.com for non-profit organizations. CRM manager provides services with billing rates reduced for organizations with a non-profit status. CRM manager offers 10 free hours of salesforce consulting for all non-profit organizations!

CRM manager has established itself as a leader in the Software-as-a-Service (SaaS) consulting and system integration market. Our methodology is focused on helping you more effectively share and manage your information.

Expertise and Execution

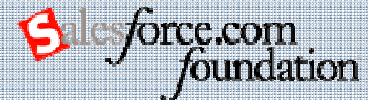
We partner with our clients to understand what components of their solution will drive immediate business value, and how salesforce.com should be deployed to maximize their return on investment. We know that SaaS solutions reduce the time, cost and effort associated with the implementation, but a clear vision is still instrumental in defining success and how to measure it. CRM manager will help you realize the full potential of salesforce.com by thinking strategically and building on user adoption.

User adoption defines the success of an application. In addition to our affordable SaaS consulting programs, designed to help you manage your salesforce.com application, we offer ongoing strategic services designed to drive acceptance and adoption and ensure that you are taking complete advantage of salesforce.com's award-winning functionality.

Our approach is to either act as your salesforce.com administrator or to complement your internal resources and enable you to maximize the power of salesforce.com. Each year as salesforce.com releases new versions and new **Appexchange** solutions are introduced, you have an opportunity to enhance your CRM system and become more productive and responsive to your customers. Having a certified professional customizing and enhancing salesforce.com for your specific business enables your sales, marketing and support teams to focus on what they do best!

Core Strengths

- Combining deep consulting skills with SaaS expertise
- Repeatable customizations that decrease the cost of and time to implementation
- Unlike large system integrators, with us you always get the "A" team
- Since 2005, we have successfully implemented salesforce.com in hundreds of companies and organizations



Expertise Matters



Because you only get one shot at doing it right the first time, the true success factor in CRM implementations is in the intelligent, efficient implementation of technology by skilled individuals.

Research has proven that regardless of size, the consulting firms that have the most experienced consultants with a dedicated focus around a specific solution and understand the customers' business processes deliver the most successful CRM implementations.

The **CRM manager** team brings a disciplined approach, technology excellence and business expertise to each of our projects. Our dedication, as well as our consultative approach, experience and practical advice have made us the right choice for companies focused on success.

CRM manager offers the following salesforce.com services:

- Business process review and report of findings
- Research and implementation of salesforce.com best practices
- Research and recommendation on **Appexchange** solutions
- Application customizations
- Extending the force.com platform with native custom applications
- Field customizations and management of pick list options
- Data migration and import services
- Integration of third party systems with salesforce.com
- Development of custom reports and dashboards
- Training for new and existing users
- Responsive administrator and end-user support

We have two primary offerings to maximize the success of salesforce.com:

CRM manager Services is a project-driven solution that starts with a defined Statement of Work (SOW). We utilize our full structured implementation plan , which provides a complete set of implementation services from business process review through end-user training. This offering is best suited for organizations that are conducting their initial implementation or re-implementing salesforce.com. CRM services are also available for specific projects such as implementing advanced functionality, new Appexchange solutions, integration with back-office systems (ERP, BI, financials, etc.), additional end-user training, and more.

CRM manager Plan is an ongoing consulting arrangement to complement your staff and provide on-going support, usually after an initial implementation or re-implementation is completed. This offering is extremely valuable for organizations that wish to take advantage of the frequent new features released by salesforce.com. This type of consulting support is offered on an annual basis for a fixed number of hours, usually between 5 to 20 hours a month.

Most of our clients select both options - starting off with a *CRM manager Services* project and then covering their ongoing support needs with a *CRM manager plan*.

To learn more about *CRM manager* and realize true CRM success, contact us at (610) 889-2050 or at www.crm-manager.net.

"I can't even begin to tell you what a great blessing it is to have CRM manager's assistance with our salesforce.com project. Your generosity will be a great tool in helping to carry out the Penn Home's mission. I am very impressed with the knowledge and professionalism of the consultants of CRM manager and thus trust that your business will continue to thrive and expand"

Tandi Book
Fundraising Associate
Penn Home

"With their relentless focus on customer success, it's no surprise that CRM manager has grown their business so rapidly. CRM manager is also a testament to how salesforce.com's channel partners can evolve and embrace the momentum of on-demand applications by providing superior consulting and implementation services."

Bobby Napiltonia
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