

Customer Relationship Management Special Interest Group

Meeting to be held on Thursday 21st June 2012

At SAP Clockhouse Place, nr Heathrow,
Bedfont Road, Feltham, Middlesex, TW14 8HD



AGENDA

09:30	Registration & Coffee	All
10:00	Introduction & Welcome	Chris Horne SIG Chair
10:10	Where are we with CRM ?.....CRM Maturity Discussion	Chris Horne SIG Chair
10:25	SAP CRM – Enterprise complexity through simplified solutions Discussion areas will include : <ul style="list-style-type: none">• Client Case Study and implementation Lessons Learned• Perspective on Evolution and Trends• The search for more performance	Paul Thompson IBM
11:00	The Future for CRM Discussion to include platform considerations, CRM Live and RDS	Balaji Govind IBM
11:30	User Group Update	Adam Cundell User Group
12:00	Lunch & Networking	All
13:00	Social media	Chris Horne CSC
13:30	SAP CRM and Social demonstration	SAP
14:00	Round table discussion and future subjects	All
14:30	Any Other Business & Close	All

Please note this agenda is subject to change

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We reserve the right to change the agenda at any time
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