



CRM Special Interest Group

Meeting to be held on Thursday 26th April 2007

At SAP (UK) Ltd, Clockhouse Place, Nr Heathrow – **Room D1**

AGENDA

09:30 Registration & Coffee

10:00 Introduction & Welcome

Andrew Lapham, Yell
Chairman

10:05 Introductions

All

A brief introduction to you and your organisation and it's usage of SAP CRM

10:15 Internet Customer Self Service

Michael Eldridge, Bluefin

The Internet Customer Self Service application offers many organisations the opportunity to significantly reduce costs and improve overall customer service levels. The presentation will cover functionality, potential phasing, pre-requisites and implementation experiences.

11:00 Coffee & Networking

11:15 CRM 5.0 Internet Sales - Direct to Consumer.

Scott Woods, Hasbro Europe

12:00 Mobile Sales & Service

Kris McKenzie, SAP

12:45 Lunch & Networking

13:45 Developing e-commerce apps in SAP CRM

Simon Griffiths, Bluefin

Enhancing SAP's e-commerce applications is a world away from basic ABAP development. From the development environment to the technologies and skills involved. The presentation will be a "beginners guide" for any organisation thinking of embarking on an e-commerce project based on SAP technology.

14:30 Open Forum

All

Future Agenda Topics, Meeting Venues/Hosts, Volunteers - Committee Members, Co-Chair

15:00 AOB & Close

Hosted By



Sponsored By



We reserve the right to change the agenda at any time