

# CRM Special Interest Group

Meeting to be held on Tuesday 7<sup>th</sup> October 2008

At Bluefin Offices Liverpool

## AGENDA



09:30	Registration & Coffee	All
10:00	Introduction & Welcome	Andrew Lapham Yell
10:10	Round the Room Introductions	All
10:20	Public Sector session Presentation case study on CRM implementation in a local authority. The session will cover the initial decision and business case to implement CRM in environmental services with discussion points covering business rational for upgrade, expansion across council services & future plans.	David Harker Deloitte & Touche LLP
12:00	Lunch & Networking	All
13:00	SAP CRM - Solution Update Hear why CRM 2007 has gained so much traction in the market, see how the intuitive and flexible user interface empowers the end user in their role and gain insight into the future roadmap of the solution	Gavin Davison SAP
13.45	Presentation case study on eService demonstrating one of the widest ranging and advanced multi-channel SAP CRM Service implementation globally. The presentation will include SAP CRM implementation covering CRM Service via IC Web Client, ICSS, Portal/PCUI, ERMS, R/3 and BW integration, Interfaces with 3 <sup>rd</sup> party service providers to 15 European countries.	Ian Metcalfe Brother Int. Europe Thierry Crifasi Bluefin
14:30	SAP User Group Conference Update The latest programme information and details on the SAP User Group Conference in November.	Craig Dale SAP User Group
14:45	Coffee & Networking	All
15:00	Overview of Enterprise Support Why SAP made the decision to execute ES, the changes/additional Benefits customers will receive, any cost increases and timings of roll out.	Jon Wood SAP
15:30	Any Other Business / Close	All

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We reserve the right to change the agenda at any time