In today’s business environment, customer relationship management (CRM) is more important than ever. And in order to get even more benefits, savvy companies are now using Business Intelligence (BI) tools to unlock valuable information about their customers—information that can help you attract and retain customers, reduce operating costs and realize your business goals. And HP can help you take advantage of CRM Business Intelligence with valuable information such as customer profiling, segmentation and detailed analysis of customers and customer service operations. The result is enhanced customer intelligence and improved operational efficiencies.
The HP Business Intelligence Assessment Service is designed specifically for companies who have decided to execute their CRM analytics strategy using a phased approach. Since HP’s methodologies are consistent with key players in the market, the HP Business Intelligence Assessment Service can deliver the right results with platforms such as HP One View, E.Piphany, SAS, Siebel and Oracle®. Plus, HP has the resources to help with large projects that use a variety of tools such as Informatica, Cognos, Business Objects and MicroStrategy.

Unlock true CRM intelligence

HP CRM solution architects and consultants have extensive experience deploying analytical CRM solutions within a wide variety of industries, such as financial services, telecommunications, e-Commerce, retail and manufacturing. As a necessary first step that ensures the correct BI tools are integrated within your specific environment, HP’s approach emphasizes the development of a consolidated and focused CRM analytics strategy from the very beginning. This not only allows you to involve multiple strategic goals in support of your operational CRM needs, but also gives you a practical, detailed road map that helps you implement your solution efficiently and correctly. Furthermore, a strategy designed for successive phases means you can be sure of aligning people, processes and technology.

The HP Business Intelligence Assessment Service uses a fixed-time, fixed-cost and workshop-oriented approach to assess the current state and develop future vision for successful customer interaction solutions. The result? A well-designed and comprehensive analytics data model, a well-designed set of business metrics and a well-planned implementation approach. Benefits include:

- Maximized time to market with a road map-driven and time-boxed solution that takes advantage of pre-integrated components
- Leveraged success with templates based on real-world experience
- Quick ROI with a methodology designed to deliver critically functional features early in the deployment
- Long-term ROI based on leveraging HP best practice processes
- Customer segmentation and profitability with:
  - Total view of the customer relationship
  - Identification of lifetime value of customer
  - Segmentation of customers by value and products/services
  - Differentiated service levels for most valuable customers
  - Improved customer service for most valued customers
  - Analysis of product and customer profitability
  - Analysis of customer churn
  - Personalized up-sell and cross-sell
  - Improved business modeling and what-if analysis with:
    - Campaign analysis
    - Customer experience analysis
    - Root cause analysis
    - Service cost optimization
    - Definition and measurement of key performance indicators
• Increased service level management with:
  • Monitored operational KPI
  • Monitored contractual service levels

How it works

All HP CRM Services leverage the extensive experience of our consultants and over a decade of implementing enterprise CRM strategies. The HP Business Intelligence Assessment Service is divided into three phases in order to ensure the effective alignment between business objectives and technology needs:

**Phase I: Analyze and design**
- A rapid analytical CRM health check through workshops and current state reviews
- Identification of quick hits and cost-effective analytical CRM improvements
- Documentation of current and future state
- Detailed design of analytical CRM repositories including extraction, transformation and load into repositories
- Detailed design of the required analytics infrastructure including data mart and data model
- Technology plan and blueprint for the design of an integrated analytical CRM solution
- Multidimensional analysis and reporting requirements
- Development of business case and estimation of cost-benefits of analytics initiative

Once Phase I has been completed, additional phases of the HP Business Intelligence Assessment Service are available. Please note that although these are part of the same overarching service, they are treated as separate services. These include:

**Phase II: Build and pilot**
- Analytical CRM application deployment and integration
- Business Intelligence solution pilot program development and implementation
- Operational migration
- Training and transition services

**Phase III: Run and evolve**
- Services management
- Change management
- Phased enhancements

Service options

HP Services offers a full breadth of end-to-end solutions beyond the scope of this packaged service. Custom services are also available to meet the specific requirements of your CRM analytics needs. These include:

- Business Intelligence Assessment CRM strategy and road map development based on HP Services
- Customer segmentation and profiling based on profitability and lifetime value
- Analysis of customer contact history
- Service level metrics management
- KPI reporting
- Customer contact analysis
- Customer churn analysis
- Data warehouse technology and application integration
- Analytical CRM infrastructure design and management

Please contact your local HP sales representative for more details.

Ordering information

HP Business Intelligence Assessment Service
HP P/N U4120A

For more information

For more information on this offering, or to get started, please contact your local HP representative or contact us via our web page: http://www.hp.com/hps