

ERP, CRM, Microsoft Dynamics NAV, Qlik, CeBIT 2016

Analytical CRM as a decision-making tool

Discover the advantages of analytical CRM: At CeBIT 2016, prisma informatik will show the right tools for optimizing the operational business processes at the presentation on 15 March at the BARC Forum.

Nuremberg, Germany, 7 March 2016. Interested parties get practical information on the subject "Analytical CRM" at the presentation of prisma informatik on Tuesday, March 15, 2016, at 10.30 am at CeBIT in the BARC Forum "Business Intelligence" in hall 5. External business intelligence analytics tools such as QlikView® and Qlik® Sense from [Qlik®](#), a leader in visual analytics, can be optimally used as decision-making tools for future transactions by linking to various source systems such as [Microsoft Dynamics NAV](#) and CRM. Linking different data sources and exchanging information between them makes it easier to systematically process and analyse the data collected in operative systems. This data could be, e.g. customer responses, sales figures, transactions or other data from various application areas of the ERP and CRM systems.

Customer behaviour patterns, business potentials or market conditions taken from Dynamics NAV and CRM and analysed by using the [BI tool](#) can, for example, serve as an ideal basis for making decisions on future actions, each being conveniently embedded into the user interface of the other system. The linked CRM system in this case, with its connection to the respective analytical tool and the ERP software, serves as an analytical CRM. These can guarantee the optimization and control of further operational CRM processes and even influence the future strategic alignment of the company. The required deep integration of the individual systems can be achieved quickly and affordably using the NAVdiscovery Toolbox developed by prisma informatik.

More about “Analytical CRM” and a practical example are given in a presentation by prisma informatik Managing Director Claudius Malue on Tuesday at CeBIT, at the BARC Forum “Business Intelligence” and at booth B36 in hall 5.

prisma-069

About prisma informatik GmbH

prisma informatik GmbH was founded in October 2006. The company is an expert in ERP-solutions for small and medium-sized companies based on Microsoft Dynamics NAV, especially for wholesale, automotive and manufacturing. As a certified Microsoft Gold Partner, prisma informatik offers years of experience in order to perform your company processes in an integrated and efficient manner. Furthermore prisma informatik is a specialist in Business Intelligence focused on Qlik. As a Qlik Solution Provider prisma informatik have in-depth knowledge of the QlikView and Qlik Sense developer's environment.

The customers of prisma informatik are national and international companies.

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