



COMIT SE  
Frankfurt, Germany  
www.comit.ch

**Industry:**

Professional Services

**Annual revenue:**

US\$17.6 million

**Employees:**

100

**Oracle Products & Services:**

Oracle CRM On Demand  
Oracle CRM On Demand –  
Mobile Sales Assistant

**“Using Oracle CRM On Demand, we managed to rapidly implement a solution with high utility for the entire organization. The integration of external applications, above all else, ensures a high degree of user acceptance and thus an improved quality of data. The analysis functions and the flexibility provide a basis on which we will be able to manage future requirements without difficulty.”**— Thomas Puhl, Senior Manager, Client-Facing Solutions, COMIT SE

**COMIT SE Gains Comprehensive View of Its Customers to Increase User Acceptance**

COMIT SE, a wholly-owned subsidiary of the Swiss company COMIT AG, is an established consultancy and implementation partner for the financial industry. Its focus areas are core banking solutions, investment management, and consulting. After switching to a profit-center structure at the beginning of 2009, the company is now responsible for transnational business in Germany, Luxembourg, and Austria.

**Challenges**

- Mirror the new organizational structure of national and profit-center responsibility with a uniform customer database for all sites outside Switzerland
- Standardize the opportunity management process for all business units: identify potential for cross and up-selling
- Improve customer service and implement integrated reporting

**Solution**

- Introduced Oracle CRM On Demand for 100 users in Germany, Austria, and Luxembourg in six weeks
- Simplified company administration considerably by eliminating redundancies in reporting (reducing expenditure by 50%) and standardizing sales processes
- Implemented reporting and analytical functions for forecasting, frontlog and backlog reporting, and project status reports; further extensions to other programs in planning (resource management, HR, integration into COMIT AG systems)
- Increased user acceptance through better data quality and uniform customer database, the offline capabilities of the system and the integrated external applications (Outlook, Xing, Google Maps, and RSS feeds)
- Integrated e-mail campaign functionality to facilitate building and nurturing of customer relationships and to improve the firm’s ability to measure the effectiveness of marketing activities
- Reduced costs through use of the hosting model, which reduced infrastructure costs and eliminated one-off investments
- Ensured better support for business potential and opportunities
- Launched two language versions serving 100 users, with expansion to three languages planned for spring 2009