



**Drive
Business
Results**

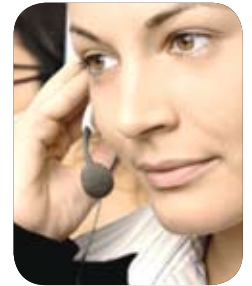


Customer Relationship Management (CRM) Solutions

Trusted, Proven, Reliable

RWD understands how to incorporate people, processes, and technologies into successful, balanced business solutions. We have been a trusted Siebel Partner for over 10 years with over 100 implementations. We have also designed and developed custom CRM solutions for over 15 years. We have the experience and ability you need. We understand CRM and can help you define and implement a strategic solution focused on creating value. We design, build, and integrate marketing, sales, service, and contact center systems using the best technologies available to help small, medium, and global enterprises successfully realize their customer relationship management (CRM) visions. RWD consultants combine technical skill, best practices, and a customer-centric focus with quality standards to integrate systems for optimal efficiency and customer satisfaction.

We have 20 years of experience building and integrating complex solutions. Whether you need assistance with your entire project or a specific component, RWD will deliver a solution that makes your business more successful.



Solutions That Perform™

As our tagline indicates, RWD is focused on delivering solutions that improve your company's performance and deliver value.

RWD's CRM solutions include:

- Strategic Consulting
- Solution Design and Implementation
- Integration and Implementation
- Optimization and Support
- infoMaestro® – Linking CRM and Content Management





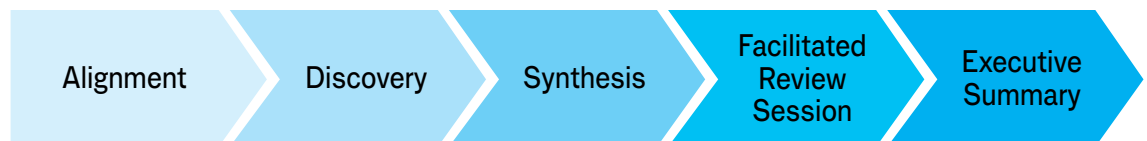
Explore the Possibilities

RWD can help you understand CRM. We keep abreast of the latest developments and technologies so that we can serve as a trusted advisor to our clients. We continually experiment with new technologies to evaluate how they can be used to create value. Our research team closely follows industry developments and creates solutions based on actual problems our clients are facing.

RWD can provide strategic consulting to help you better understand the CRM specific problems and challenges your organization is facing. We can then work with you to mutually define and implement a solution or we can provide pre-packaged consulting offerings for common needs.

RWD's strategic consulting offerings around CRM include:

- CRM Roadmap Development
- Requirements and Analysis Planning
- CRM System/Technology Selection
- Best Practices
- ROI Analysis
- Data Modeling
- Security
- Change Management
- Post-Implementation Optimization



Typical Strategic Consulting Engagement Methodology

Realize the Dream

RWD's CRM implementation services will improve your revenue generation capabilities, service quality, efficiency, and compliance. We offer solutions ranging from strategic consulting to full turnkey services in complex, integrated environments, with very quick turnarounds on planning and deployment. Our proven development and implementation process delivers quick wins, while still incorporating best practices.

RWD has implemented Siebel and custom CRM solutions for our customers for over 15 years through a deep grasp of the tasks customer-facing employees need to perform. We have significant experience delivering call center systems and field service solutions that leverage investments made in existing diagnostic and content management solutions. Our sales solutions focus on delivering value to the sales person by providing directly relevant, consistent tools and content in real time to help respond to prospects/customers and win opportunities.

Successful development of a CRM solution is not just about the technology. Success with CRM requires an understanding of what it takes to serve customers. For CRM, human performance is a key success factor. The bridge between the technology and the customer is the end user (customer service representatives, sales professionals, service technicians, and others). The system must be useful and accepted by these key performers or the realized value falls short of the business case. RWD's professionals possess a unique blend of technology prowess, skill, and industry expertise. They have years of practical experience developing performance-focused solutions using human factors, cognitive learning, information technology, and human performance principles. This expertise helps insure that your solution is useful and adopted upon implementation to drive value immediately.

RWD's Integration & Implementation Services include:

- Design & Configuration
- Data Conversion & Migration
- Enterprise Integration
- Product Development
- Testing

Optimization and Support

RWD Technologies' focus on bringing people and technology together expresses one of the fundamental differences in our approach. Our hallmark is excellence in implementation, optimization, and change management and we use processes and tools that enable organizations to adopt and get the most out of their investments in technology. We help businesses become self sufficient with new or existing systems through our comprehensive services.

RWD's Optimization and Support Services include:

- Business Optimization Analysis
- System Solution Optimization
- User Adoption Planning
- Organizational Readiness
- Performance-Based Training (including UPK customization)

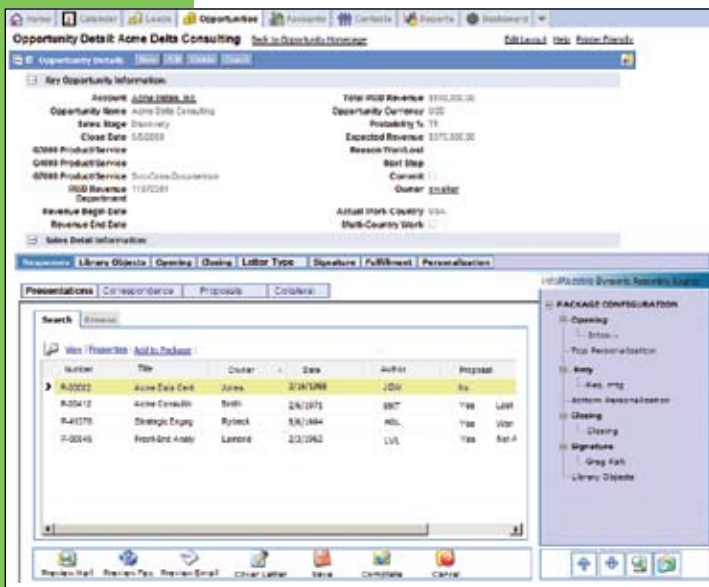
RWD's distinguishing characteristics are:

- Over 100 Siebel implementations across many industry verticals
- Over 15 years of experience designing and implementing call center, field service, and sales enablement solutions for complex customer needs
- Proven project teams and senior engineers experienced at defining CRM strategies and implementing the latest Oracle-Siebel solutions
- Strategic focus on VALUE CREATION by analyzing and optimizing the performance of customer-facing employees
- Extensive experience integrating CRM with ECM, diagnostic applications, and other business applications to leverage existing investments and lower TCO
- Proven project management and system development processes

Make the Connection CRM + ECM = Power

As companies are tackling their sales, service, and support issues with customer relationship management solutions, many are also implementing enterprise content management (ECM) systems to more effectively manage their critical product and service related content. Unfortunately, few of these companies have realized the power that can be derived from integration of their CRM and content management systems. Those that have are achieving great advantages.

Typically, a customer-facing employee will enter customer and other relevant information in a CRM system and then access a separate content management system to find related product or service information. These steps increase the complexity of the process, take more time, require redundant data entry, and increase the likelihood of error. These problems have direct cost, customer satisfaction, and regulatory implications.



To solve these problems, RWD developed the infoMaestro® solution suite. The suite has an embedded dynamic assembly engine that allows users to pull content from both Siebel and content management systems and seamlessly create output of approved content in multiple formats. With infoMaestro, customer facing employees, or in some cases customers themselves, can deal with only one interface, avoid duplicate data entry, and receive appropriate content in real time for use in sales, service, customer support, or self-service. This type of strategy allows content to

serve its most useful purpose — to drive the business forward in ways that positively impact revenue, customer satisfaction, and compliance.

infoMaestro has also received the “Designed for EMC® Documentum®” accreditation, a mark of quality and value that customers can depend on in enterprise applications. The “Designed for EMC Documentum” accreditation demonstrates that infoMaestro has successfully met a comprehensive set of criteria for solid design and quality integration.

To learn more about our CRM solutions, visit our website www.rwd.com or email us at info@rwd.com.

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