

# Élan.Web CRM - Benefits of an Integrated CRM

Features Included Using Élan.Web CRM	Additional Cost Considerations Using a 3rd Party CRM
<p><b>Names and Addresses are part of the Élan Database</b> Customers, Prospects, Addresses are all part of the Élan database No syncing of data with a 3rd party CRM is required</p>	<p>Names, addresses, changes need to be synced between Élan and the CRM. This is complex, requires middleware, consulting, security and leads to duplications and inconsistent data.</p>
<p><b>Ability to view Order History and Future Orders</b> Ability to view Print, Digital, Multi-Media orders</p>	<p>How will order information be accessible to Reps? Copying orders from Élan has the same complexities as synchronizing names (see above). A generic CRM is unlikely to understand or handle the intricacies of Advertising data.</p>
<p><b>Ability to Enter Proposals</b> Uses tables from Élan Ad - Publications, Web Sites, Ratecards, Categories etc. Proposals can be built from Templates Approving a Proposal automatically creates Orders Management can restrict a Reps discounting capability Entry of Proposals allows for better pipeline management</p>	<p>This feature would likely have to be custom programmed. To make proposals accurate would mean replicating various Publication, Web Site, Ratecard and pricing tables in to the CRM. It would not be able to marry quotes with booked orders for pipeline reporting. It would not be able to convert a quote in to an order.</p>
<p><b>Ability to Enter Orders</b> Orders are entered in to Élan Ad - no data replication required. Rep security can control access to order status codes, discounts and other functions.</p>	<p>Creating an Order Entry process that can handle Print, Digital and Multi-Media orders would be a massive undertaking (likely multiple years). Syncing the orders back to the Élan database would be complex.</p>
<p><b>Position Availability</b> View Open Positions See who already has taken a Position</p>	<p>Without this capability errors are likely [and the resulting make goods]. To build this would likely require the Orders to be moved in to the CRM.</p>
<p><b>Integrated Security</b> Uses Rep Security from Élan Ad Uses Publication / Web Site Security from Élan Ad</p>	<p>Most CRM systems allow for security restrictions by Rep. It is unlikely that a generic CRM system can handle restrictions by Publication / Web Site. Building this functionality would be complex. Not building it could be dangerous.</p>
<p><b>Alerts</b> Alerts sent from Production Department Various other Alerts</p>	<p>Unless you purchase CRM licenses for your production department then the workflow capability between Sales and Production will need to be handled manually.</p>
<p><b>Create Lists / Data Selection</b> Ability to select prospects based on Advertising History</p>	<p>Can a generic CRM answer questions such as “Who was in the February issue last year but not this year?” or “Who purchased print advertising in the last three months but didn’t purchase digital?”</p>
<p><b>Complimentary Subscriptions</b> Ability to set up a Complimentary Subscriptions for a Prospect Rep Security can control the maximum number of issues</p>	<p>Management of a Rep’s Comp List would likely have to be custom built.</p>
<p><b>A/R</b> Ability to see A/R History - open invoices, outstanding balance, credit status</p>	<p>Is the Rep trying to sell to bad payer? To know this, a generic CRM would need interface with the corporate A/R system - this can be complex.</p>
<p><b>Only one vendor to work with</b> No interfaces, no finger pointing</p>	<p>Interfaces need coordination between the back-end database vendor, the CRM vendor and probably a 3rd party integrator. This can be difficult, expensive and lead to finger pointing.</p>
<p><b>Only one system to license</b> Save money</p>	<p>You have to pay for two systems.</p>
<p><b>No custom interfaces required</b></p>	<p>You have to pay for interfaces.</p>
<p><b>Specifically designed for the Publishing Industry</b></p>	<p>Generic CRM’s try to be all things to all industries and rarely succeed. The supplier is unlikely able to answer your industry specific queries.</p>
<p><b>Faster implementation since Customers already exist in Élan Ad</b></p>	<p>Data that already exists in the back-end system will need to be converted. This is time consuming and usually expensive.</p>



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