



WHEN  
Thursday  
December 3



WHERE  
Chicago  
The Drake Oakbrook  
2301 York Road  
Oakbrook, IL 6052

# BEYOND CRM

CLOSING THE GAP BETWEEN  
CRM AND ERP SYSTEMS

## Agenda Highlights

Keynote: Sales Innovation and Transformation in a Fiercely Competitive Economy

How and why Hitachi Data Systems went beyond CRM to optimize quoting and maximize revenue across all sales channels

How Honeywell bridged the gap between Salesforce.com and SAP ERP to establish global standards for estimating, quoting and ordering

Lunch Presentation: How to Make Your Beyond CRM Strategy Pay Off

A complimentary forum that shows you how leading companies are transforming the way they sell to, service, and retain customers for big revenue gains

- Evaluate leading configure-price-quote (CPQ), price management, or price execution applications
- Identify better methods for passing quotes and orders and other data from Salesforce.com and SAP CRM to downstream systems
- Improve customer acquisition rates through direct, indirect, or commerce channels
- Transform current quoting processes into guided selling
- Automate & optimize quote-to-order or renewal management business processes

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