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LAS VEGAS · MARCH 21-23

CRM2016

The premier event for SAP sales, marketing, e-commerce, service, and interaction center management

SAPinsider

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YOU'RE INVITED!

Special \$200 registration discount for friends of ECENTA

Join us at CRM2016 in Las Vegas!



As last year, ECENTA will participate in SAPinsider's CRM 2016 conference in Las Vegas. The event takes place at the Mandalay Bay Hotel and Casino in Las Vegas, March 21 - 23, 2016. Attend to learn the latest and greatest about SAP® Customer Engagement and Commerce and hear case studies from a variety of customers.

Our close collaboration with SAPinsider this year has made it possible for us to extend a [special registration discount](#) to all of our valued clients and colleagues who have not yet registered – \$200 off the on-site price. To receive your discount, you must enter the conference site through links on this email.

This year, our customer PrimeSource Building Products (PSBP) will present their success story on how they empowered PSBP's sales team and took off the burden of the inside sales organization. PSBP's Angela Looney will focus on success criteria, do's and don'ts and how they eventually managed to prepare the organization and go live with a tremendous success of using SAP Cloud for Customer (C4C) in an integrated scenario for their sales teams.



Of course, we will also contribute to the expert sessions. This year, we will cover 7 sessions about CRM OnPremise, Cloud for Customer and Contact Center:

- **Place critical customer data in the hands of your sales and service reps, no matter what application they are using with SAP Contact Center embedded communications framework**
Carmen Melcher
- **Connecting core and commerce: Tools, tips, and techniques to optimize the integration between SAP hybris Commerce and SAP ECC**
Jobic Obuong
- **From casual buyer to customer for life: SAP CRM loyalty management strategies and best practices**
Christian Matz
- **Drive efficiency and growth with your sales pipeline process – from lead to order**
Christian Matz

- **Destroying the call center maze and getting to simple: How to leverage powerful functionality in SAP Contact Center**
Edward Gross
- **5 lessons from real-world sales force mobilization projects using SAP Fiori for SAP CRM**
Sebastian Angerer
- **7 ways to improve lead quality and conversions to sales in an integrated SAP Cloud for Customer and SAP hybris Marketing environment**
Chuan Jiang Lo
- **Reporting in SAP Cloud for Customer – What is it, how can it benefit your business, and which options are right for you?**
Sebastian Jungels

You can get view the full agenda as well as claim your \$200 registration discount by visiting www.crm2016.com/ECENTA or by calling +1-781-751-8700. We hope to see you in Las Vegas!

Sincerely Yours,

SEBASTIAN JUNGELS

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ECENTA America, Inc.

