

CRM vs MAP vs ERP Technology

WHAT THIS TECH IS CALLED

AT A GLANCE

GENERALLY WHAT IS THE TECHNOLOGY FOR

WHAT IS IT NOT

PRIMARY USERS

WELL KNOWN PLATFORMS

TYPICAL STUFF THE TECH DOES

CRM: Not an exhaustive list, and there will be some feature variance between technology providers!

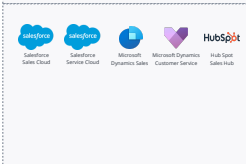
Customer Relationship Management (CRM)

This platform takes care of 'Operational' Customer Relationship Management (CRM) i.e. which is primarily focused on the sales and customer service process.

A CRM system is a primarily a sales system where organisations can manage customer and prospect data related to the sales and customer service processes (different systems will vary in capabilities), manage the sales pipeline, track 1 to 1 customer interactions, manage customer complaints (i.e. cases), collaborate and share this information with colleagues to facilitate the sales or customer relationship management process.

It is **not** a Marketing Automation Platform (MAP) or a Customer Journey Orchestration Platform (CJO).

Automated and/or bulk marketing communications are not executed using this system (sometimes a few small systems may have some capabilities in this area, but this is largely found in some smaller or niche systems or systems aimed at the not for profit space).

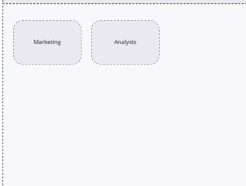


Marketing Automation Platform or Customer Journey Orchestration Platform (MAP or CJO)

This platform takes care of Customer Relationship Management Marketing activities i.e. the marketing side of the 'CRM' process.

Journey orchestration is the process of understanding customer behaviour across all channels and applying that data to execute, automated, personalised campaigns and communications that best engage with your audience.

It is **not** an operational CRM system. It does not manage the sales or customer service processes.



Enterprise Resource Planning (ERP)

This platform runs business and financial operations.

Enterprise resource planning (ERP) refers to a type of software that organisations use to manage day-to-day business activities such as accounting, procurement, project management, risk management and compliance, and supply chain operations.

A complete ERP suite also includes enterprise performance management, software that helps plan, budget, predict, and report on an organisation's financial

It is **not** an 'operational CRM system' although in some older versions of this software, such as Microsoft Dynamics AX there was some slight cross over which can lead to confusion.

