



## CRM transitions from Data to Processes

*A CRM was traditionally a repository of customer data but a new generation of CRMs is emerging which is built around sales processes*

**Munich (Germany) 24 June 2015.** Gathering information about your customers is no longer the challenge it once was. With web analytics, email response patterns, social media activities, transaction history and a plethora of interfaces, CRMs are moving into the realm of Big Data. The question arises: what do you do with so much data? And how will it help you reach your goals?

The answer, according to a recent BUW Consulting [study](#) of 300 medium and large German corporations is in the **process**. In particular, the customer-oriented processes. **Ulf Loetschert**, co-author of the study, reports that „68% of the surveyed companies consider the optimization of customer-oriented processes as their highest priority in CRM.“



Jochen Munz, ysura's chief software architect, overseeing the development of business process management with Dapeng Liu, software developer

The pharmaceutical industry is no exception. Most pharmaceutical companies place a high emphasis on face-to-face visits. But once a sales rep has visited a health care professional and talked about a certain topic, what is the next step? The next steps could be an email followed by a sample drop followed by a webinar followed by a phone call and finally another visit to discuss a new topic. In any case, this chain of events is



a customer-oriented process which will likely be optimized for each individual health care professional.

**ysura GmbH**, the Munich-based developer of the pharmaceutical industry CRM, is at the cutting edge of this trend. „Sales reps using some traditional CRMs have more data available than they can digest. Sometimes they simply want to know what to do next,“ explained **Jochen Munz**, ysur’s chief software architect. „We are enhancing our product to become the first process-driven CRM in the industry.“

Planning, budgeting and approving events is another heavily process-driven aspect of the pharmaceutical business. The organizer of an event - from a five-person seminar to 500-person conference – typically needs to follow a pre-defined sequence of tasks, collecting approval from the appropriate managers along the way. This not only ensures adherence to company policies but guarantees compliancy with FSA transparency requirements.

The screenshot displays a software interface for event management. At the top, a navigation bar includes tabs for NAME, DATE, TOPICS, PARTICIPANTS, COSTS, COMPLIANCE, SPEAKERS AND SPECIAL GUESTS, RECEIPTS, and SUMMARY. The 'PARTICIPANTS' tab is currently selected, indicated by a blue dot on a horizontal timeline.

**Event Details:**  
10 August - 11 August 2015, 9:00 - 17:00  
**A Breakthrough in the development of contraceptives**  
VA-ID: 0215489545621548  
STATUS: IN PROGRESS  
CREATOR: HANS ADLER  
LOCATION: Four Seasons  
57 East 57th Street  
New York City, New York, USA

**EVENT SPECIFIC TOPICS**  
OB/GYN and Women's Health Nursing  
Patient management

**RELATED PRODUCTS**  
Elouette  
Jezebel

**PLANNED PARTICIPANTS**  
Indicate in the fields below the number of participants, employees and speakers which will take part in the event

20	Participants
2	Employees
5	Speakers

**27 Total**  
*Too few participants for the amount of speakers*

**PLANNED COSTS**  
Type in the planned costs in € (without VAT)  
1000

**COSTS PER PARTICIPANT**  
**€41,66**

ysura Business Process Management



„The **event-planning processes** are some of the first we built into ysura,“ added Munz. „Keeping track of what to do next, even while on the road, was nearly impossible for our users until we introduced this module.“ The template-driven processes allow ysura’s customers to define and enforce processes to meet their organizational needs.

As with everything ysura develops, process management must remain **intuitive** for the end user. As Loetschert noted in his CRM study, „the more fields in a CRM system, the higher the dissatisfaction among the users.“ ysura’s simple wizard-based approach aims to maintain ysura’s standard of high usability.

### **About ysura**

ysura builds, sells and operates a mobile sales & marketing solution for the pharmaceutical industry. The product integrates traditional CRM data with other data sources to provide a true 360 degree dashboard and facilitate multiple sales and marketing processes. Though optimized for the Apple iPad, ysura runs on any standard browser. Professionally and securely hosted in Germany, ysura is sold as on a SaaS basis. ysura GmbH is a privately held company based in Munich, Germany. For more information, visit [www.ysura.com](http://www.ysura.com).

Global Press Contact: Keith Gruen, [keith.gruen@ysura.com](mailto:keith.gruen@ysura.com) +49 172 8976199