

	Initial Use Cases		
Requirements	2 - JVSZ “Large flexible service”	3 – BP “Incubator”	4 – BE PROFFICE “Individual project-oriented service for private holding – business centre”
Type	Industrial association	Incubator	Holding
Global requirements	<p>1 – Flexibility for individual adaptation (specific implementation project)</p> <p>2 – The data are not shared with other SME and should be entirely confidential.</p> <p>3- JVSZ wishes to get limited access to data to support SME members in marketing activities</p>	<p>1 – Out-of-the-box offer for the incubator members</p> <p>2 – Address data can be shared for all members The customer data (including transactions, profiles and communication) are not shared and should be confidential.</p> <p>3 – BP aims to support customer service activities of their members and offer common address services.</p>	<p>1 – Promotion of the services (develop CRM awareness)</p> <p>2 – Fees adapted to the East European market</p> <p>3 – Flexibility for individual adaptation (specific implementation project) in the BE PROFFICE case</p> <p>4 – BE PROFFICE aims to support the overall CRM activities of the network</p>
Configuration administration	Both JVSZ and SME members are cooperating for the configuration of performing high	The customers are managing themselves the platform for themselves with very limited	Having the control over the addresses, the BEPROFFICE case will set up the CRM platform for the whole RTC group..

	level CRM solutions.	additional support.	
CRM Project Management	Very relevant (project oriented solution delivery)	Relevant (limited project resources)	Relevant in later stage (CRM adapted to individual requirement of the incubating companies)
Order & Payment	Manage the flow of order and secured payments all long the value chain (customer, integrator, distributor, hosting)		
Security and confidence	- High security expectations of the end-users - Security must be provided	- High security expectations of the end-users	- High confidence and trust expectations of the end-users against management - Security offer adapted to the customer financial resources (component based approach)
CRM service Hosting	Starting by using the standard CAS network offer (German hosting)	EOLAS Hosting	Starting by using RTC hosting (Romanian hosting)
Initial deployment scope (real cases)	One implementation project with 5-10 SMEs	Overall incubator coverage (approx. 20 companies)	1 implementation project with 1 medium sized enterprise as reference case for expanding to the whole RTC group.
Preliminary coverage objectives 2010	20 implementation projects / year (SMEs)	Provision of the service to new members	10 implementation projects / year.