

Posted on Tuesday 25th September 2007

Datum International to Launch Integrated Contact Relationship Management System

Enterprise Content Management vendor Datum International is launching its new Contact Relationship Management System (CRM) module at the Documation show on 17th – 18th October. The CRM system together with Datum's existing Enterprise content management (ECM) product KnowledgeWorker®, is tightly integrated with Microsoft Office to enable organisations to classify, capture, apply, re-use, collaborate and search all stored information - significantly improving operational efficiency.

The new KnowledgeWorker® CRM module adds a new dimension to ECM by maintaining a full range of contact records with their associated relationship to unstructured content and projects. Contacts are set up according to their contact type, recording the appropriate data based on their contact profile. A powerful relationship model enables the creation of associations with addresses, contacts, companies and projects.

Because so much of CRM is ECM related the marriage of Contact Relationship Management with Enterprise Content Management (ECM) makes sense and creates a powerful business tool, ensuring that all related content is linked to the appropriate contacts and not duplicated many times over including:

- Content - emails, proposals, scanned correspondence and electronic documents.
- Business processes - event cycles, sales methodologies, letter generation, enquiry and associated escalations.
- Collaboration - customer sharing of information and self service providing on-line access to catalogues and client specific data.
- Searching - the ability to search easily for information based on the context and category of information.

Les Paul, Chief Executive Officer of Datum International states, "Through the culmination of customer requests and market analysis, we realised the potential of combining both a CRM and ECM system. By using our new CRM system, linked with all the content produced in the lifecycle of relationships and projects with our ECM system, has created a powerful and invaluable business tool."

As with KnowledgeWorker®, the CRM module is easy to deploy with integration to MS Office and MS Exchange/Outlook, including Outlook synchronisation, and employs a range of tools that are familiar to users.

The web-based functionality of KnowledgeWorker® also provides a useful tool to allow remote or home workers to access information as if they were in the office. Critically, the entire home working contribution is audited to provide management with a clear view of the quality and timeliness of work undertaken by the remote workforce. This will enable pro-active staff performance to be reviewed and ensure that the remote workers' contribution is as effective as their office-based colleagues.

ends

About Datum International

Established in 1997, Datum International is a software development company that specialises in delivering enterprise-wide Knowledge and Content Management solutions to businesses of all sizes.

Located in Stevenage, Datum International provides IT development, project management, consultancy, implementation, training, support and maintenance for business solutions that are implemented in a networked environment. Recent client engagements include: THALES, PPM Capital, Birmingham City Council, Trimite, The Thomas Saunders Partnership (ttsp), SOLVAY, Beaverbrook's the Jewellers, The Seven Group, The National Pharmaceutical Association.

www.datumplc.com