



Agip is a commercial brand of the Italian group Eni S.p.A., one of the world's leading oil companies. In Switzerland, Agip has a presence of over 240 modern service stations and shops. Agip offers lubricants and fuels as well as individual service modules and high quality specialty products.

Agip (Suisse) SA is using internally Microsoft Office SharePoint Server 2007 as a company portal since 2007.

Project Goal

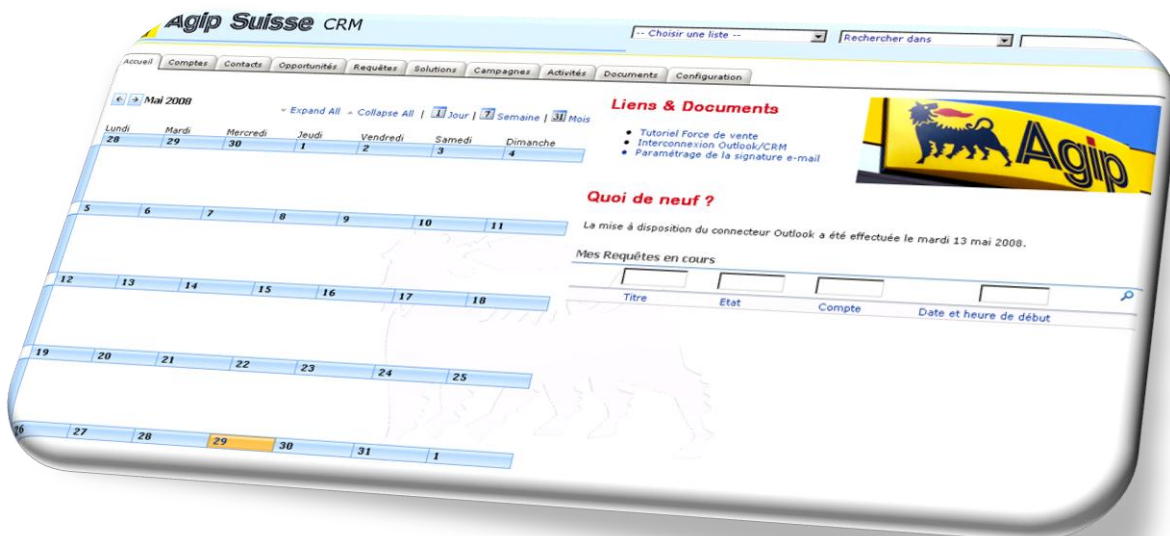
The main goal was to install a CRM solution to manage contacts and interventions between internal collaborators and their business partners, in particular the service stations.



Agip (Suisse) SA qualified different CRM Solutions and chose BPA CRM because of its flexibility, integration capabilities to existing external systems and its lower cost. BPA CRM was very quickly customized to our needs including the integration with external systems.

Installed Solution

The installed application is entirely customized to the client's needs and tracks the activities between Agip (Suisse) SA and its partners, customers and suppliers.



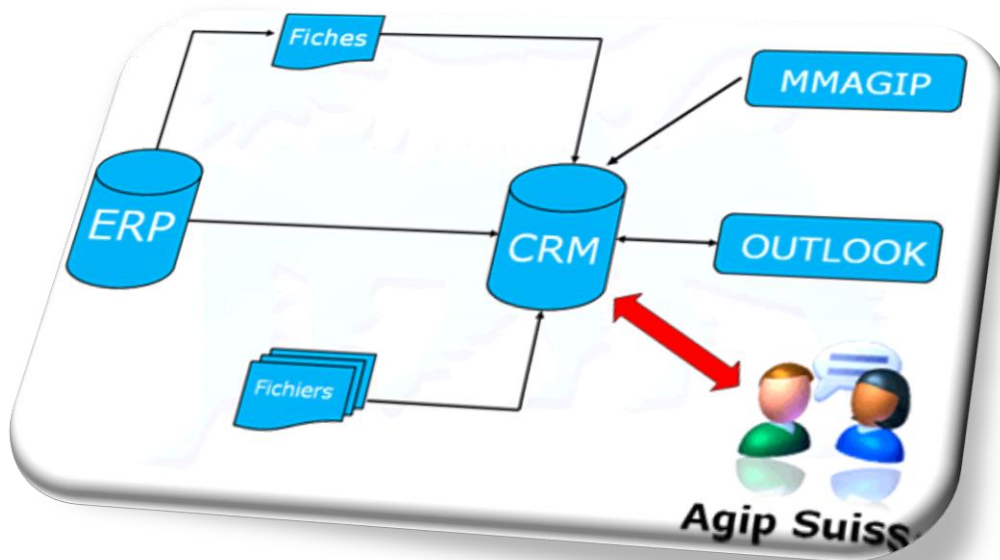
BPA CRM is closely integrated with Microsoft Outlook and Office. Collaborators can easily track emails, log calls and manage meetings. Automatic email alerts notify the concerned employees for their related activities.

The CRM application is the heart of the collaborative system at Agip (Suisse) SA. BPA CRM works closely with external systems like Outlook, ERP and other specific applications.



The BPA CRM connector makes it possible to simply synchronize external data with our CRM application.

Each night the connector imports files with detailed statistics and other metadata. The connector also automatically synchronizes data from the ERP and other business applications.



About the Project



Starting a project from an existing application like BPA CRM considerably reduced the project integration time.

Only a few days of integration services were delivered by BPA Solutions to customize lists, train the administrators and implement the external database connector.

Next Steps



One of the strongest benefits of BPA CRM is its flexibility. Our CRM application will continuously evolve. We are looking to use BPA CRM to manage our "extra-station" customers and suppliers.

Conclusion



BPA CRM allowed us to quickly deploy a customized CRM solution used by our employees in the daily business. We were able to have a CRM application up and running in a few days. With BPA CRM we maximized our SharePoint investment beyond our expectations.

<http://www.agip.ch>