

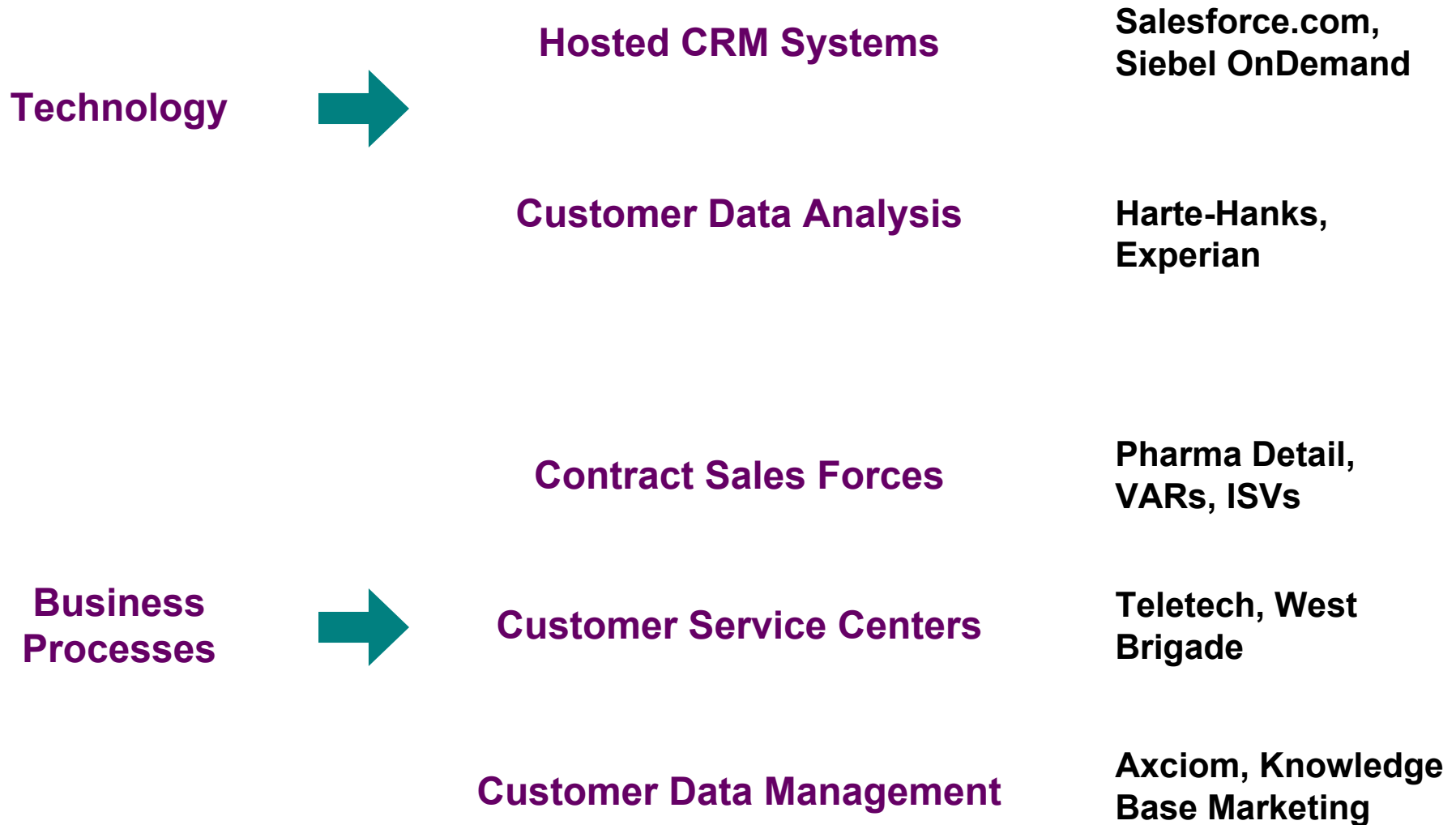


# Managing CRM in an Outsourced Environment

**December 2, 2004**

**Schaumburg Prairie Center for the Arts**

# What is Outsourced CRM?



# Outsourced CRM is Established and Growing

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## 2004 Forrester Survey of Database Marketers

- **Median spend of \$3.5 million/year on outsourced marketing services**
- **31% spend over \$5 million/year**

GartnerGroup forecasts that the market for CRM services will reach \$47 billion by 2006

Siebel Systems sees its outsourcing business growing by 20-23 percent annually

# Challenges in Managing Outsourced CRM

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## **2004 Forrester Survey of Database Marketers**

- **Most use 5-10 outsourcers**
- **65% want to shrink this number**
- **Only 20% think they can**

Integrating CRM data and processes across multiple vendors and hosted platforms

**Changing the culture from vendor management to relationship management**