





CRM

Customer Relationship Management

TRAINING SESSION







- This tutorial consists on hands-on exercises
 - You will need access to our CRM training instance
- If you are a NIL...
 - You should be able to use the CRM training instance authenticating yourself with your EGI SSO.
- If you are not a NIL or you never used EGI CRM...
 - We must know your EGI SSO and NGI to provide you access.



. INTRODUCTION TO CRM

- CRM in Business
- CRM in EGI

II. WORKING WITH CRM

Generalities and Main Modules

. USE CASES

- Record Projects & Institutions and associated Contacts
- Explore Activities (ToDos / Events) and Documents
- Explore Metrics Portal (Advanced)
- Create Custom Reports (Advanced)



CRM in Business

'The better a business can manage the relationships it has with its customers the more successful it will become'

- Used to track relations with customers, share information within the company and create new business opportunities
- Ease the process of identifying, contacting, following-up and evaluating customer needs and satisfaction
- Improve communication among the different actors and increase productivity and efficiency





EGI needs an optimized management of relationships between EGI.eu, NGIs and their potential user leads

- EGI partners and their "clients" are distributed
- Conversations with "clients" happen at different places, context and time, and EGI partners should be able to share that information

 EGI needs to construct a portfolio of prospective clients and explore the opportunities





A CRM system has been setup to help coordinate and monitor the 'outreach to new user communities'

- EGI members record key findings about the e-infrastructure needs of potential clients of EGI services
- CRM stores 'needs' of the following types of clients:
 - Projects and Scientific Collaborations
 - Research Institutes, Universities, Companies, ...
 - Researchers, Principal Investigators, Project Spokespersons,
 Representatives of Research Infrastructures, ...





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 - Researchers, Principal Investigators, Project Spokespersons,
 Representatives of Research Infrastructures, . Person Contacts



CRM in EGI - Users and Access

Those in EGI responsible for the outreach activities:

- NGI International Liaisons
- Marketing and User Community Support Teams of EGI.eu

Access & Login

- The authentication is performed through EGI SSO
- Access is not automatic. If you are a NGI staff, and you need access to EGI CRM, contact your NIL
- NILs can ask for the inclusion of other actors, forming a network of trust, by requesting the access



CRM access portal



The workshop instance: http://crmworkshop.lip.pt

User Name

your EGI sso id

Password

your EGI sso passwd

Login

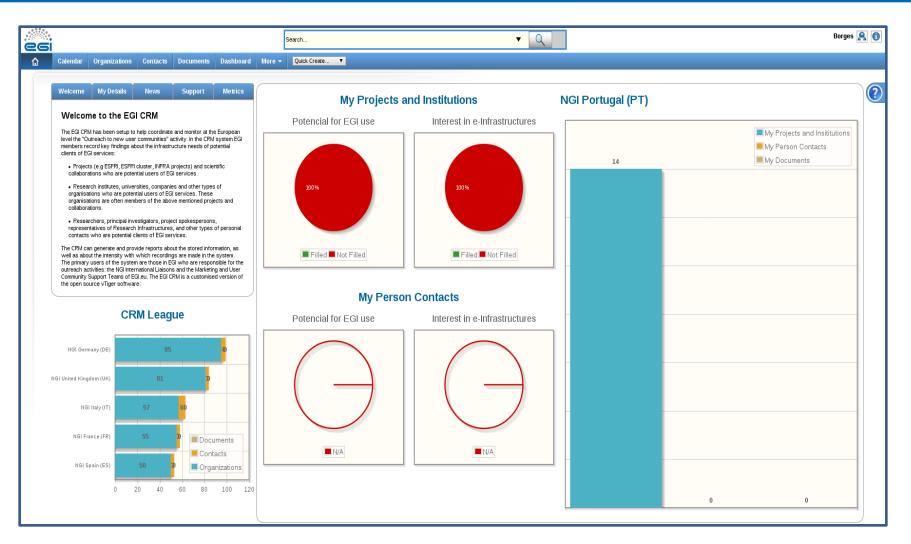
User Manual | CRM contact | Read License | © 2004 - 2013

The production instance: https://crm.egi.eu

Don't use this one during the workshop

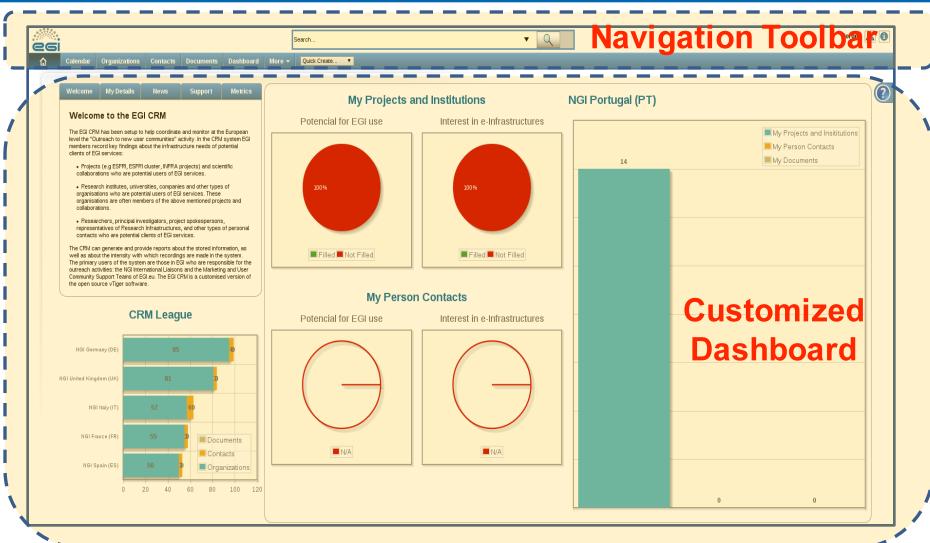


CRM Home





CRM Home

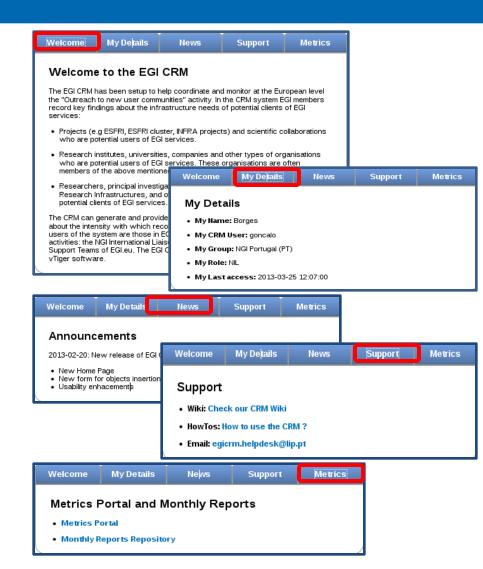




Customized Dashboard

Customized Menu

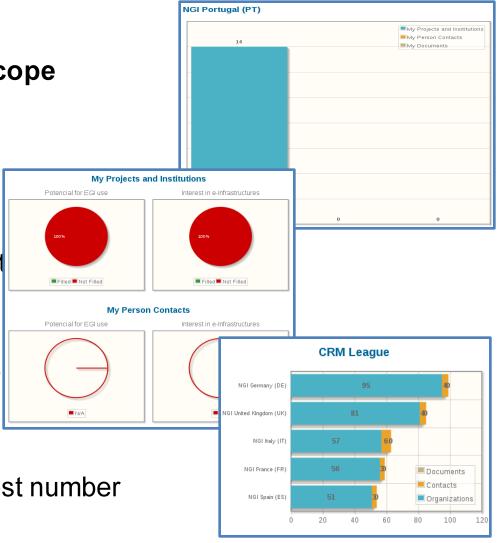
- Welcome Message
- My Details
 - Users Data (SSO, Groups, Roles)
- News (and Announcements)
- Support
 - Contact Email; Wikis and How-Tos
- Metrics
 - CRM Metrics Portal and Reports Repository





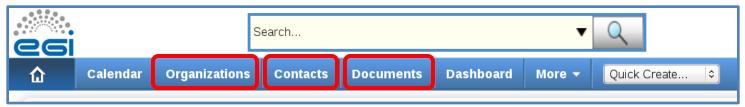
Customized Dashboard

- Customized Graphics
 - # of objects under user's scope
 - # Organizations
 - # Contacts
 - # Documents
 - % of objects with incomplet information
 - Potential for EGI
 - Interest in e-infrastructure
 - CRM League Plot
 - Top-5 NGIs with the highest number of objects





Navigation Toolbar



Organizations

 Enables NILs to create, edit, browse information about Organizations (customers or leads)

Contacts

 Enables NIL users to create, edit, browse information about Contacts (persons associated to an Organization)

Documents

 Enables NILs to manage documents related to Organizations or Contacts



Organizations - Definition

- The term Organization represents entities which are being (or should be) contacted by NGIs or EGI
 - NILs / EGI.eu have identified potencial EGI users
 - NILs / EGI.eu have identified tools that could be of benefit for the community
 - NILs have identified possible synergies between different EGI and non-EGI communities
 - EGI and NGIs can be a valuable bridge

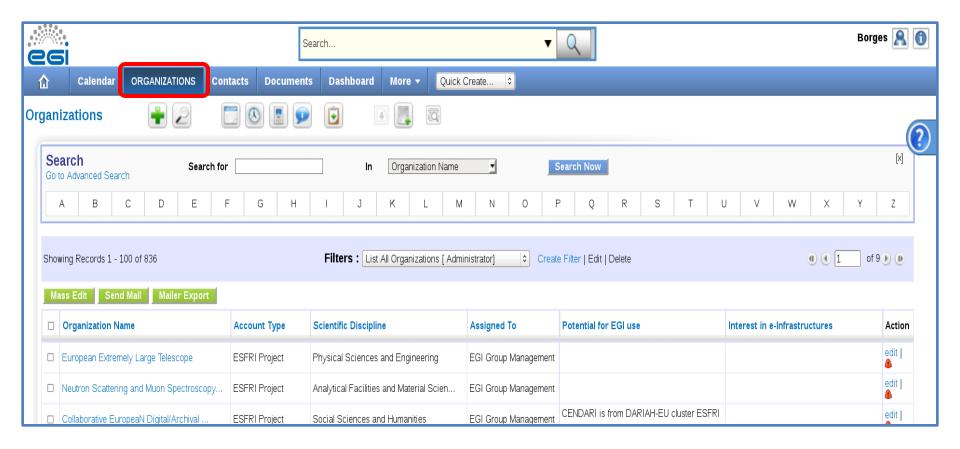


Organizations - Goals

- What goals are we aiming for?
 - Store information about Research Projects that are being executed (in Europe or at national level)
 - Ex: INFRA, ESFRI, ESFRI-Cluster, National
 - Store information about the Organizations that are participating or involved in those Research Projects
 - Ex: Research Institutions (Universities, Labs, ...), Companies, Non-Profit Organizations, ...
 - Capture the needs / source of possible synergies
 - Ex: Description (Needs and expectations), Potential for EGI, Interest in e-infrastructures.



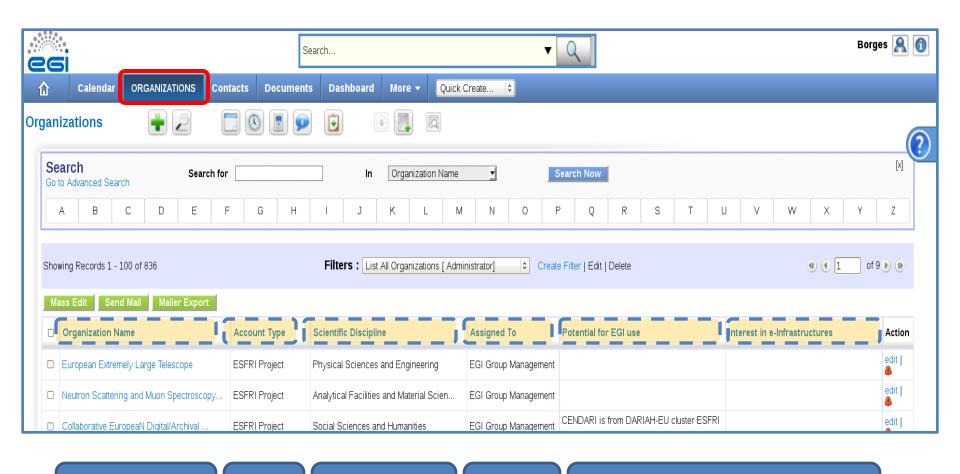
Organizations - Listing



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Organizations - Listing



Full name

Type

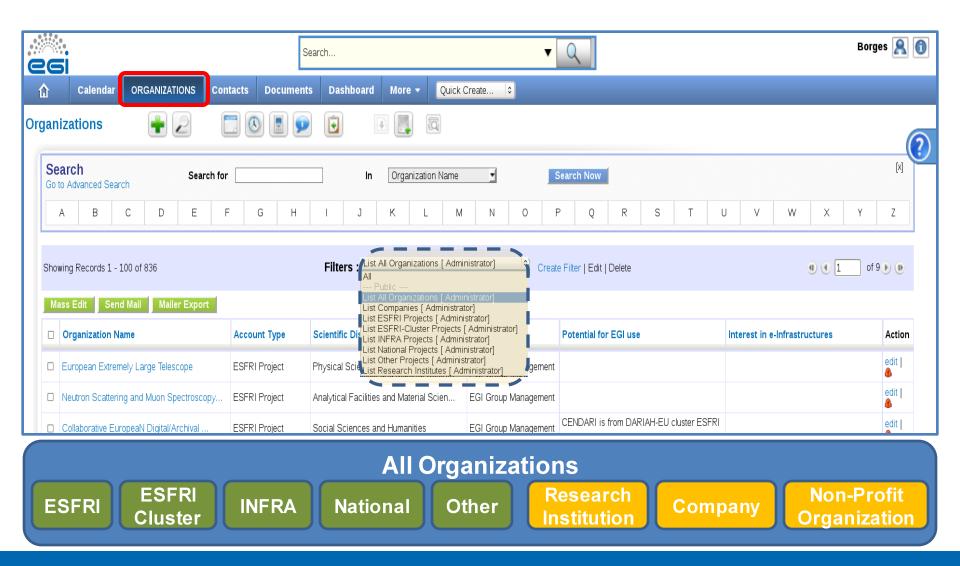
Domain

Owner

Potential Snapshot

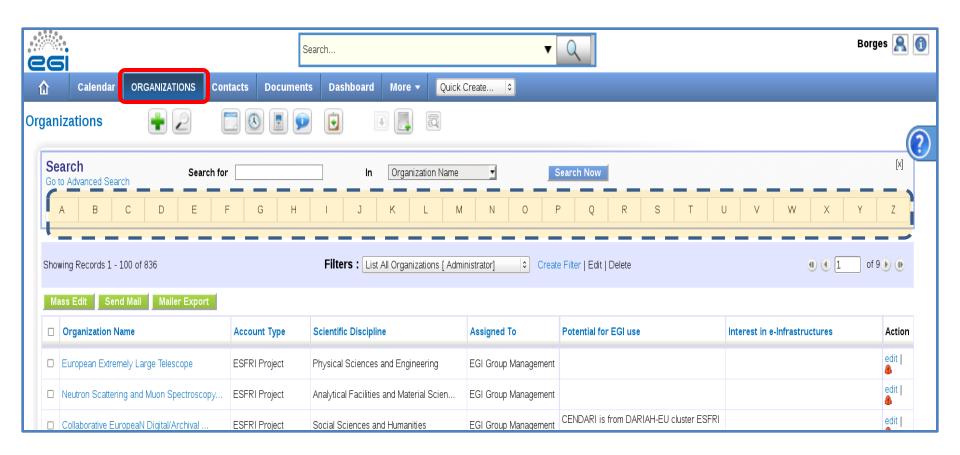


Organizations - Filtering





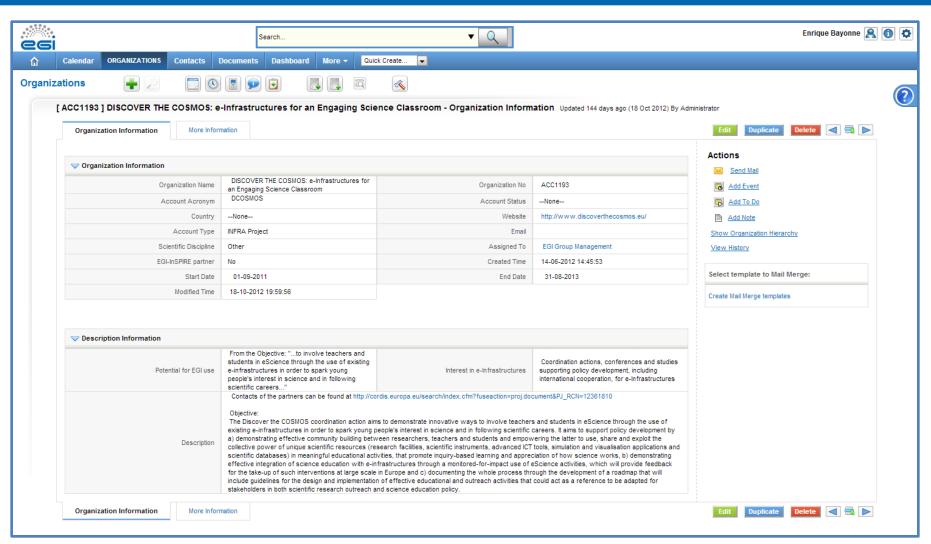
Organizations - Sorting



Select and Sort "Organization Name" by alphabetic order

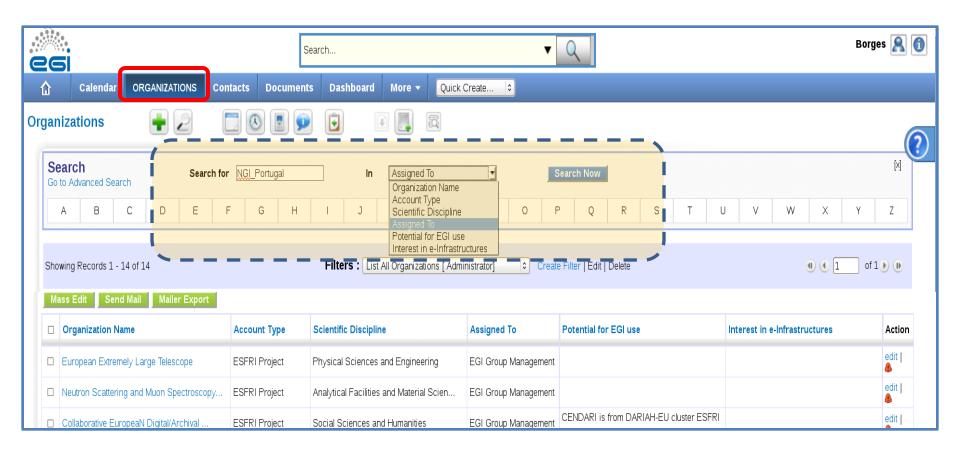


Organizations - Browsing





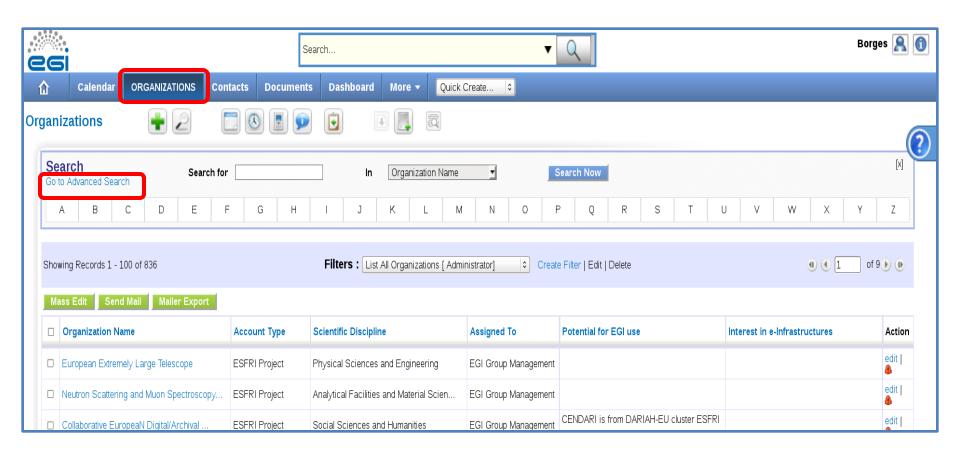
Organizations - Searching (Basic)



Basic Search using one of the "main" Organization fields

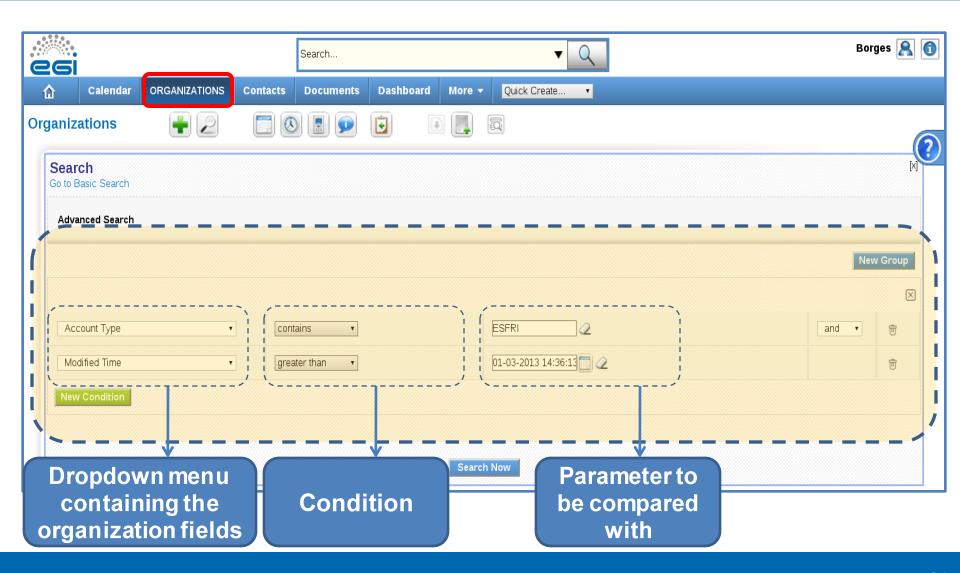


Organizations - Searching (Advanced)

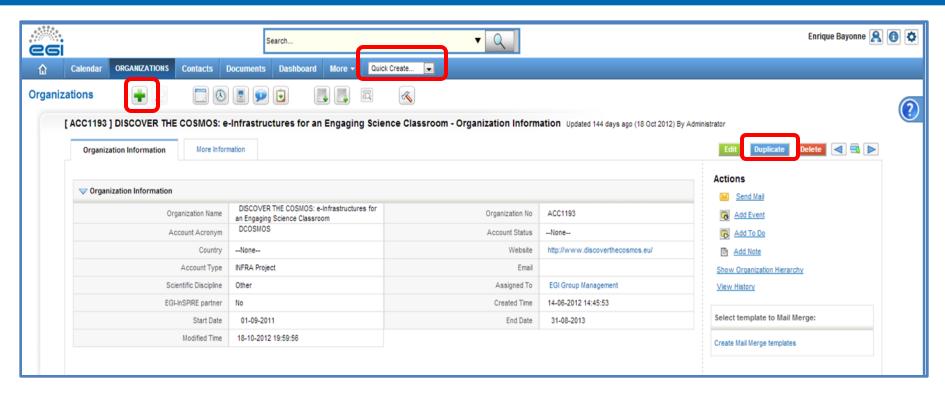




Organizations – Searching (Advanced)







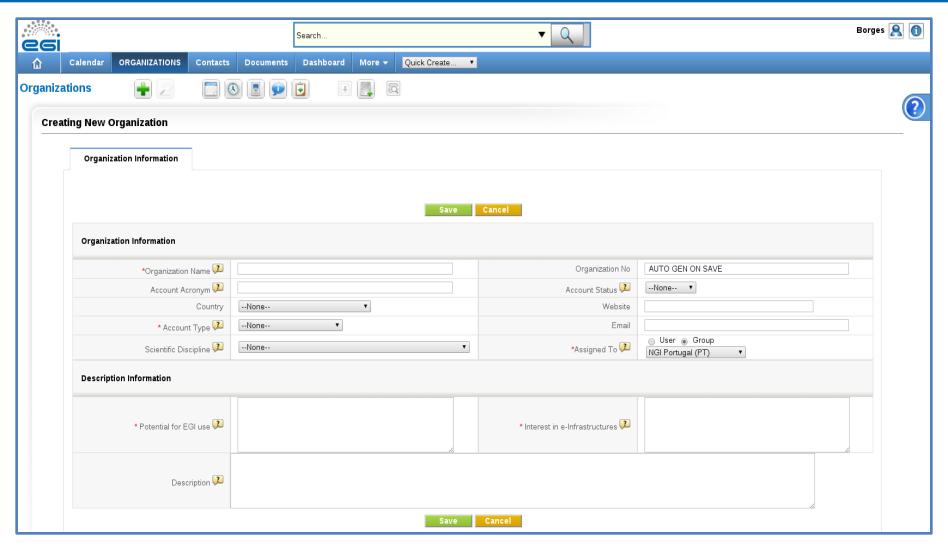
Ways to create an Organization: ≺

'+' sign

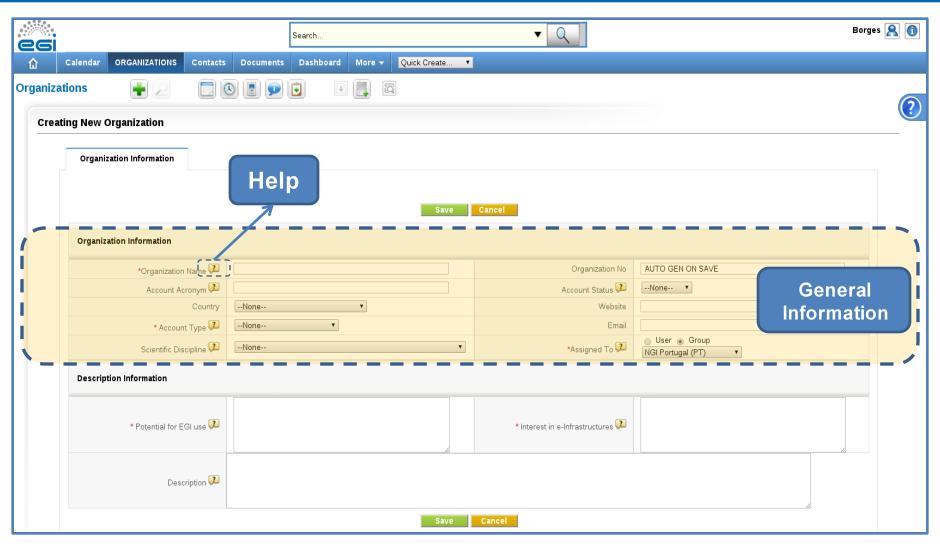
'Quick Create' drop down menu

Duplicate an existing one then edit it







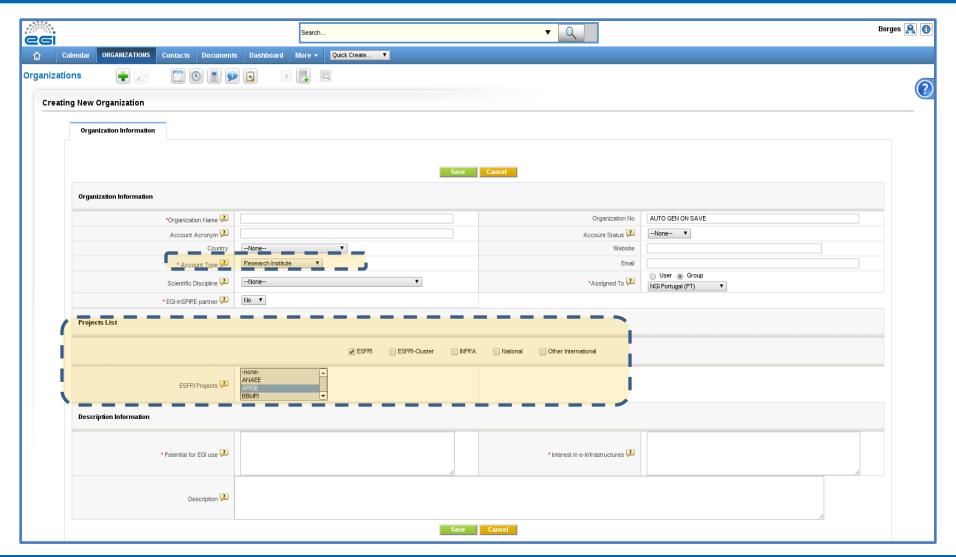




- The form changes dynamically according to the selected Account Type
 - "Projects": INFRA, ESFRI, ESFRI-Cluster, National
 - "Institutes": Research Institute, Company, Non-Profit org.

- "Institutes" are associated to the "Projects" they are working on via the "Project List" section
 - "Project List" is a dynamic section only displayed for "Institute" Account Types
 - Link each institute to the project they are working on via the proper "Project" acronym.





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Capture the organization needs and objectives

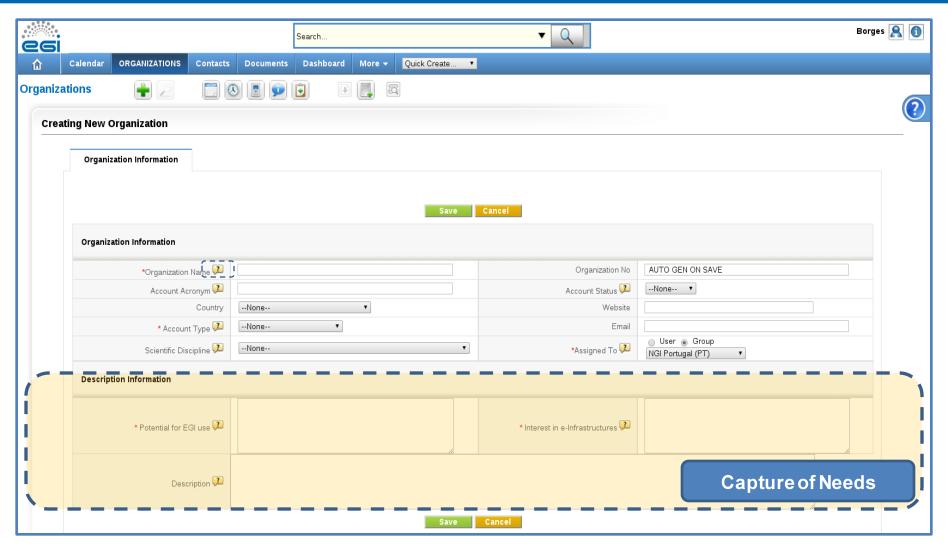
"Potential for EGI"

- What does the organization tries to achieve?
- How could EGI contribute to help the organization?
- What benefit could this bring to the organization?

- "Interest in e-infrastructures":

- What services does the Project or Institute need from EGI?
- Are these EGI services already available, or should they be developed?
- Is there a need to involve other NGIs into the support process (e.g. to develop and/or to provide the demanded services)? If yes, then clarify the type of involvement.







- You have identified an active international project
 - IDGF-SP. International Desktop Grid Federation XXX
 - http://idgf-sp.eu/
 - FP7. Call 10. Research Infrastructure
 - ESFRI Project
 - From 01.11.2012 to 31.10.2014

- Some institutes in your region are working on that project
 - Laboratory of Parallel and Distributed Systems XXX (http://www.lpds.sztaki.hu/)
 - Sony Computer Science Laboratory XXX (http://www.csl.sony.fr/)



- Start by using the "Advanced Search" to know if the project
 "International Desktop Grid Federation" is already in the system
 - Use several search conditions to be sure!

- Create the Project if it is not available in EGI CRM
 - It is an ESFRI project. Select the appropriate "Account Type"
 - It is not a project under your control. Assign it to the proper "Group"
 - Capture the projects needs and objectives either in the "Description", "Potential for EGI" or "Interest in e-infrastructure" fields



- Use the "Advanced Search" to know if any of the institutes are already in the system
 - Use several search conditions to be sure!

- Create or modify the institutes in EGI CRM
 - Select the appropriate "Account Type"
 - Create / modify the association to the project list the organization is working with (through the "Project List" section)
 - Capture the projects needs and objectives either in the "Description", "Potential for EGI" or "Interest in e-infrastructure" fields



Organization Information More Information			
Word Information			
▽ Organization Information			
Organization Name	International Desktop Grid Federation	Organization No	ACC1445
Account Acronym	IDGF-SP	Account Status	Active
Country	None	Website	http://idgf-sp.eu
Account Type	ESFRI Project	Email	
Scientific Discipline	Research Infrastructure in all Scientific and Technological fields	Assigned To	EGI Group Management
EGI-InSPIRE partner	No	Created Time	20-03-2013 09:16:18
Start Date	01-11-2012	End Date	31-10-2014
Modified Time	26-03-2013 16:46:35		
Description Information			
Potential for EGI use	Maintain the support infrastructure established and/or operated by IDGF. Key infrastructure elements; application repositories, bridges Promote Desktop Grids usage inside scientific organisations with special focus on university Desktop Grids.	Interest in e-Infrastructures	IDGF-SP helps strengthen the co-operation amongst Desktop Grid e-Infrastructure operators
Description	Main objective: Involve and engage in long-term significantly more citizens and new communities in the volunteer and private (campus-wide or enterprise) Distributed Computing Infrastructures by supporting the rapid creation, efficient operation, and dynamic expansion of this type of DCIs for e-Science. Coordinate and synchronise the dissemination		

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Organization Information					
*Organization Name 📜	Laboratory of Parallel and Distributed Systems	Organization No	AUTO GEN ON SAVE		
Account Acronym 📜	MTA-SZTAKI	Account Status 🔁	None 🔻		
Country	Hungary ▼	Website	www.lpds.sztaki.hu/		
* Account Type 📜	Research Institute	Email			
Scientific Discipline 🛂	Research Infrastructure in all Scientific and Technological fields	*Assigned To 📜	User ⊚ Group NGI Hungary (HU)		
* EGI-InSPIRE partner 📜	No 🔻				
Projects List Second S					
ESFRI Projects 🛂	IAGOS -ERI ICOS IDGF-SP				
InfraCoMP Description Information					
* Potential for EGI use 🛂	Research Institute in grid technologies is a founding member of the Hungarian Grid Competence Centre and the Hungarian National Grid Initiative (NGI-HU), and coordinates several European Grid projects in the 7th Framework Programme (EDGI, DEGISCO, SHIWA, SCI-BUS, and IDGF-SP)	* Interest in e-Infrastructures 🛂	founding member of the Hungarian Grid Competence Centre and the Hungarian National Grid Initiative (NGI-HU), and coordinates several European Grid projects in the 7th Framework Programme (EDGI, DEGISCO, SHIWA, SCI-BUS,		
Description 🛂	Main research areas: - Grid computing including Desktop Grids; - Service Oriented Architecture; - Cloud systems; - Interoperation and interoperability; - Resource brokering; - Graphical development environments and gateways; - Workflow based IT solutions				
Save Cancel					



Contacts - Definition

- A Contact represents persons of interest to EGI / NGIs.
 - It can be representative persons of actual or potential user groups
 - It can be a person responsible for a Research Project, a Research Institute or any other organization of interest
 - It can be isolated contacts (with no associated organizations)
 considered important for the project.

Contacts - Goals

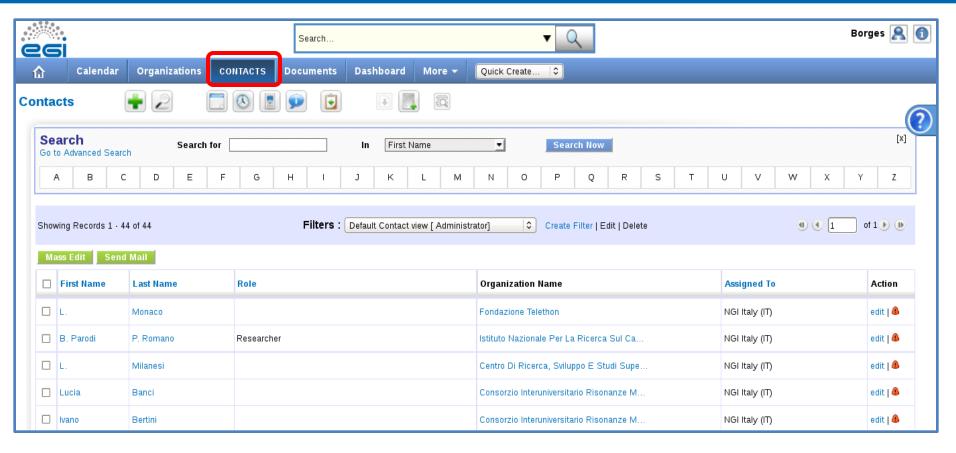


What goals are we aiming for?

- Store information about important Person Contacts
- Link them to their main Organizations
 - Ex: Research Institutions (Universities, Labs, ...), Companies, Non-Profit Organizations, ...
- Identify in which Projects are they working on
 - Ex: INFRA, ESFRI, ESFRI-Cluster, National
- Capture the needs / source of possible synergies
 - Ex: Description (Needs and expectations), Potential for EGI, Interest in e-infrastructures.



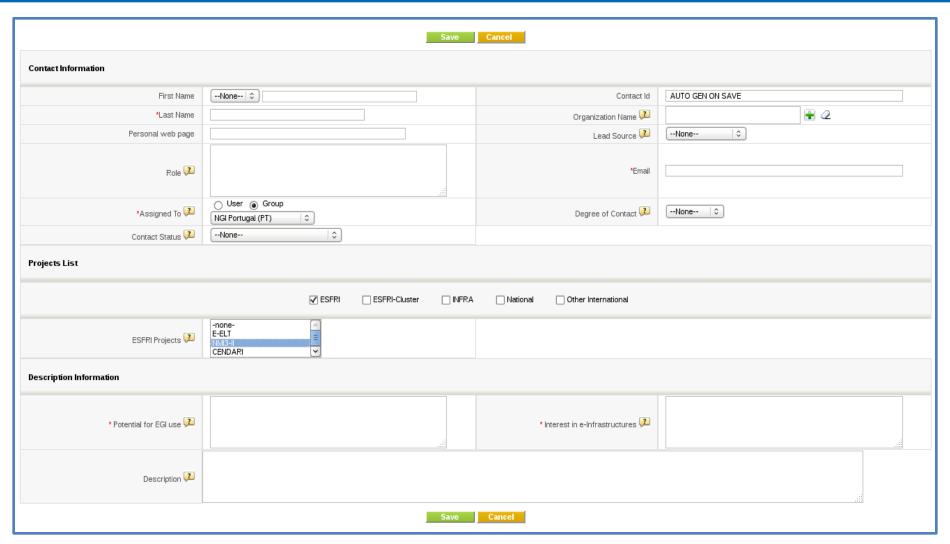
Contacts - Activities



- Similar activities as for Organizations
 - Listing, Filtering, Sorting, Searching, Browsing, Creating, ...



Contacts - Creating





Contacts - Creating

Contact Information	Save	Cancel	Contact Main Organization
First Name	None \$	Contact Id	AUTO GEN ON SAVE
*Last Name		Organization Name 🛂	2
Personal web page		Lead Source 🛂	None \$
Role 🔎		^Email	
*Assigned To 🛂	User ● Group NGI Portugal (PT) ♦	Degree of Contact 🛂	None \$
Contact Status 🛂	None \$		
Projects List ESFRI Projects Description Information	ESFRI ESFRI-Cluster INFRA -none- E-ELT INMI3-II CENDARI	☐ National ☐ Other International	Associated Projects
* Potential for EGI use 🔑		* Interest in e-Infrastructures 🔑	Capture of Needs
Description 🔑	Save	Cancel	





 You have identified relevant Persons working under the "International Desktop Grid Federation"

Dr. Robert Lovas - XXX

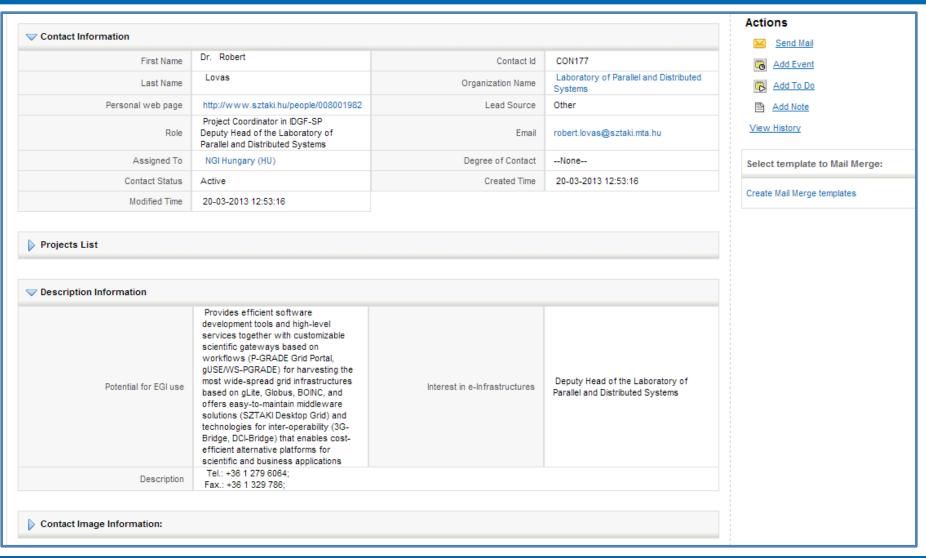
- Deputy Head of the Laboratory of Parallel and Distributed Systems.
- IDGF-SP Project coordinator
- Tel.: +36 1 279 6064; Fax.: +36 1 329 786;
- robert.lovas@sztaki.mta.hu
- http://www.sztaki.hu/people/008001982/



- Use "Advanced Search" to check if the Person Contact exists
 - Use multiple conditions for double checking

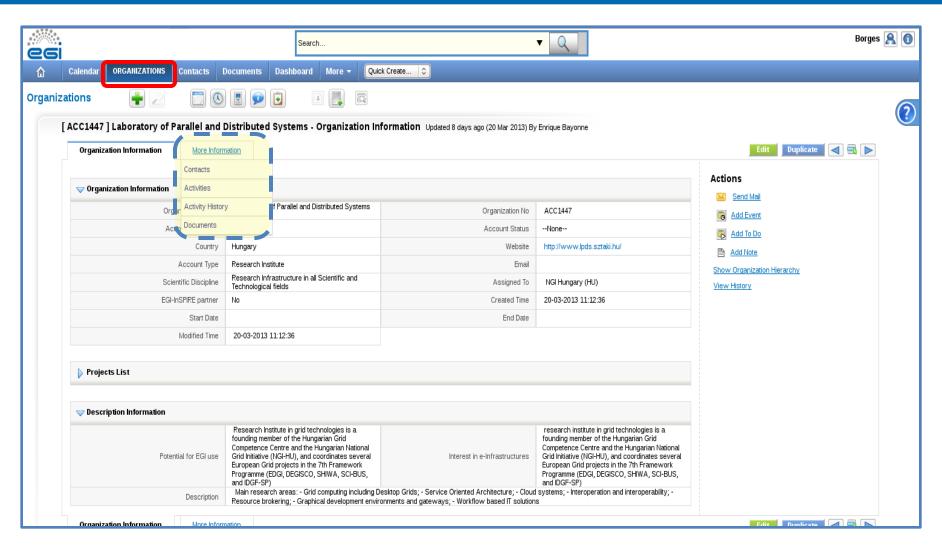
- Introduce the Contact in the system
 - If it is not a contact under your control, change the "Assigned To"
 - Identify the contact's using the "Organization Name" field
 - Identify the projects where the contact is working in using the "Project List" section
 - Capture the contact's needs and objectives either in the "Description", "Potential for EGI" or "Interest in e-infrastructure" fields





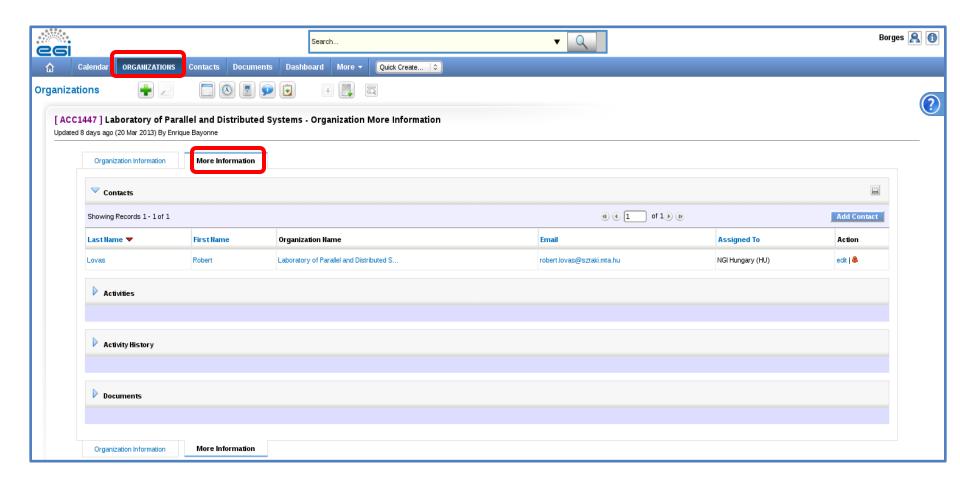


Organizations and Related Contacts



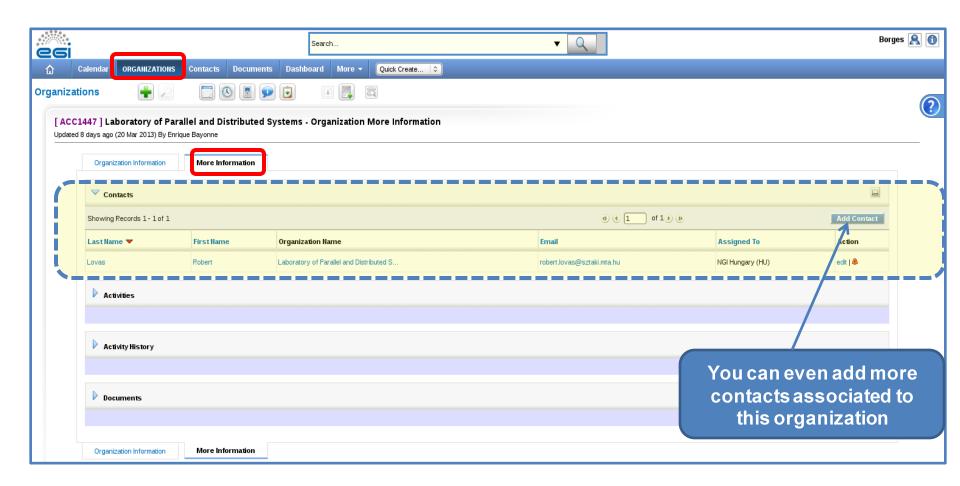


Organizations and Related Contacts





Organizations and Related Contacts





Activities and Documents - Definition

• The term Activities represents actions that should be executed in a given time frame by someone

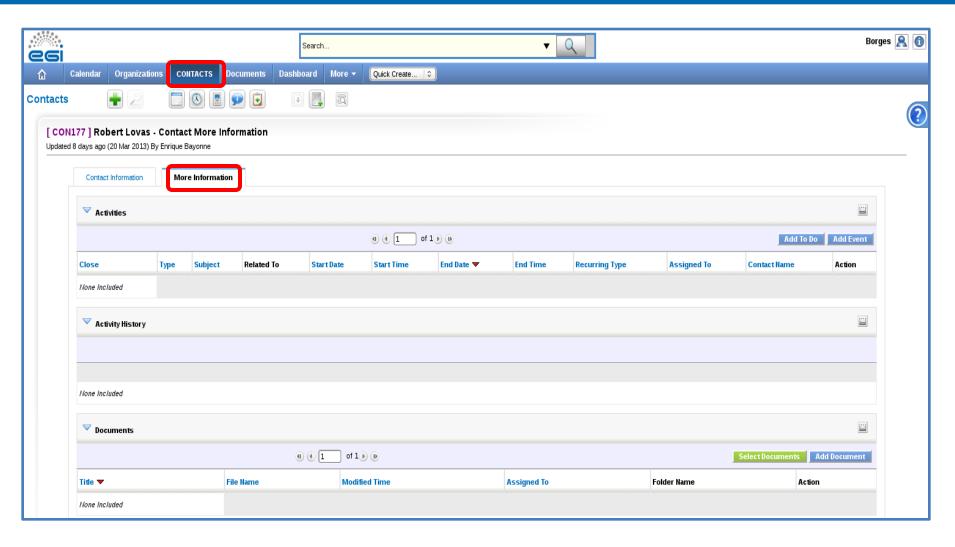
- ToDOs: Tasks

Events: Calls or Meetings

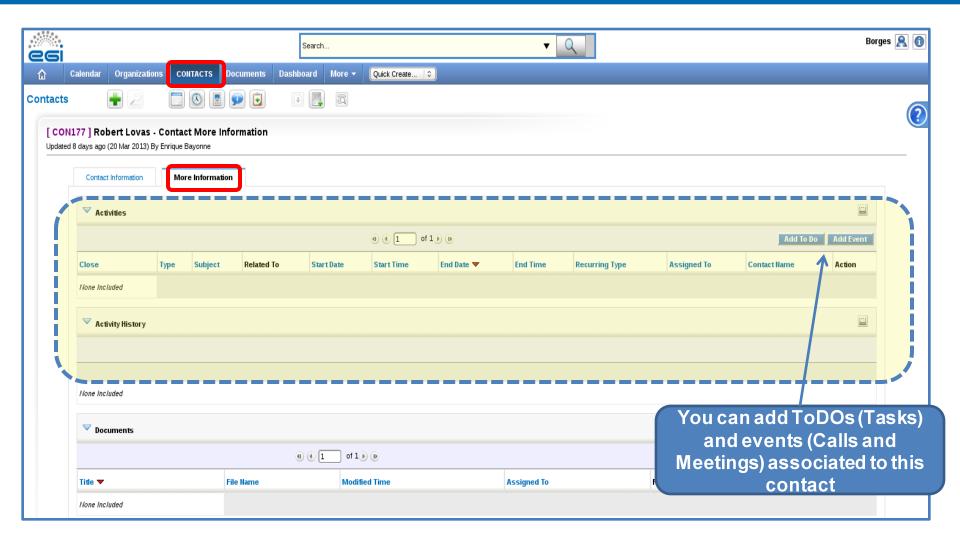
Activities can be assigned to users and groups

- The term Document represents a separate piece of information liked to an organization or account
 - Used to provide specialized and detailed information

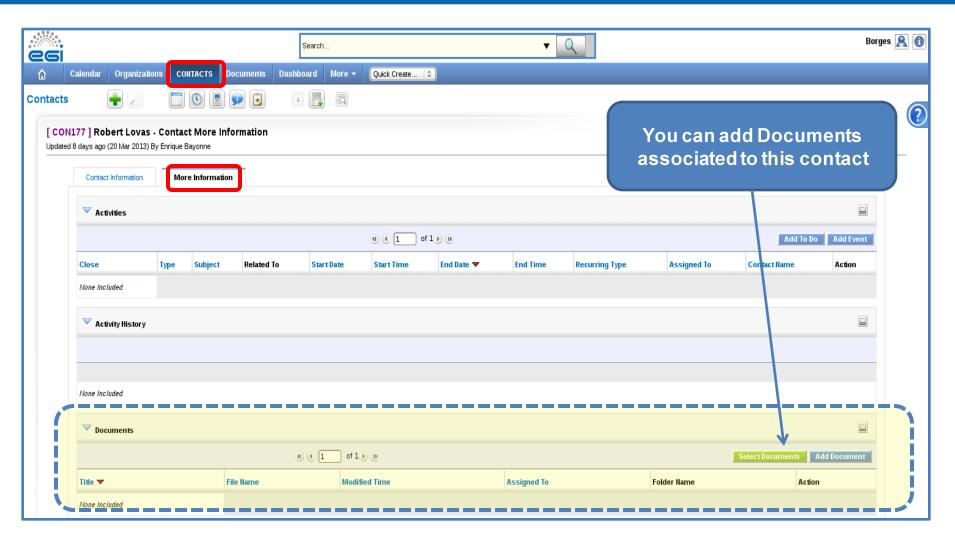




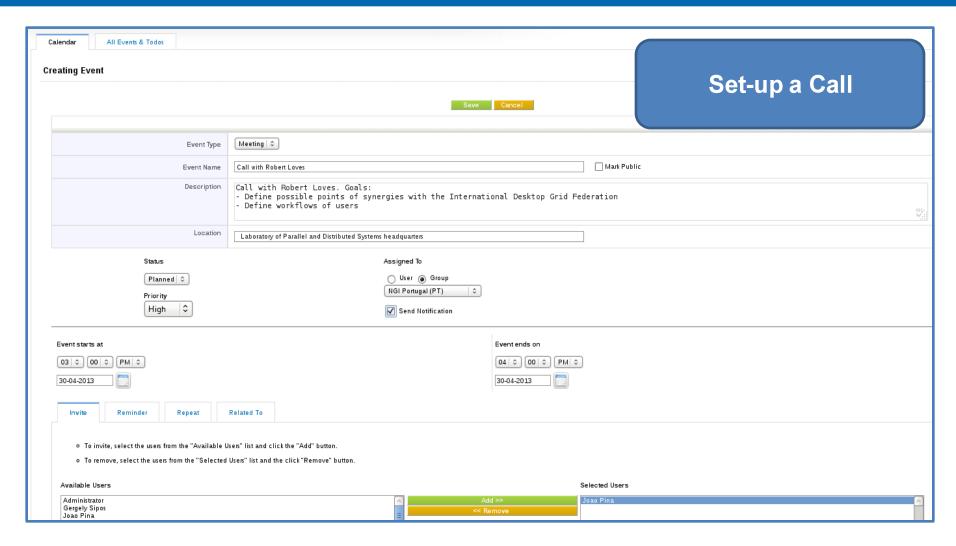




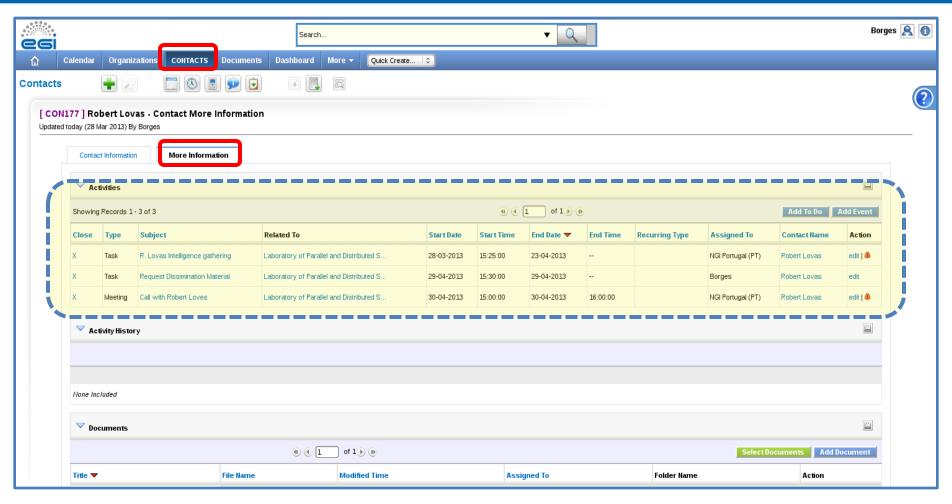




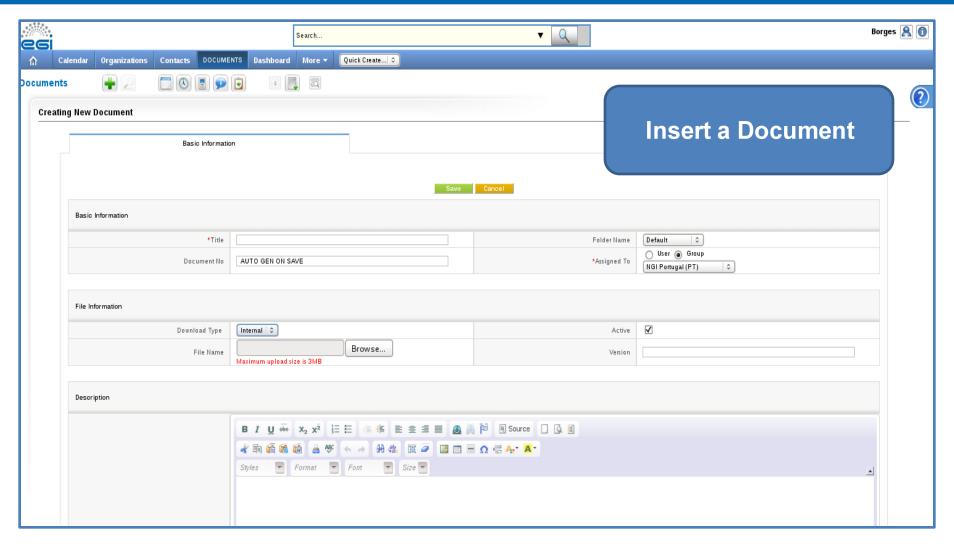




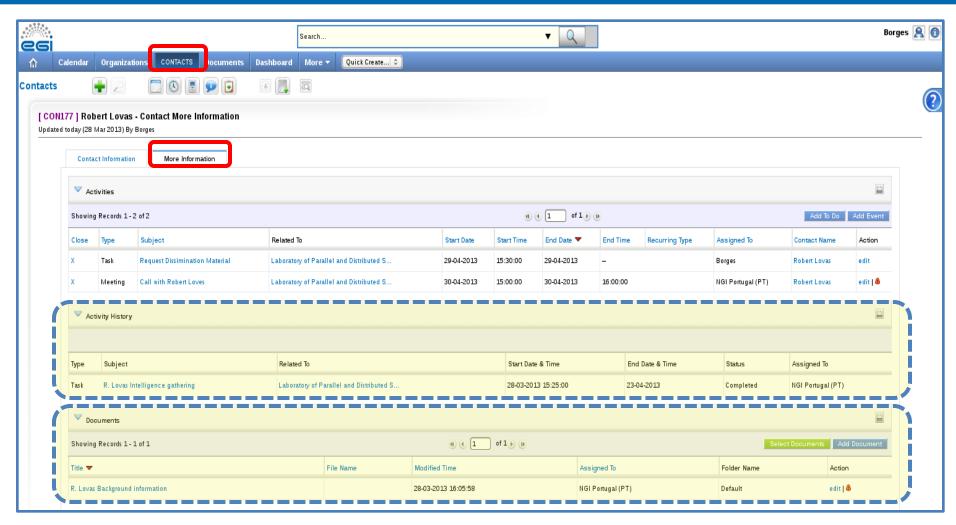










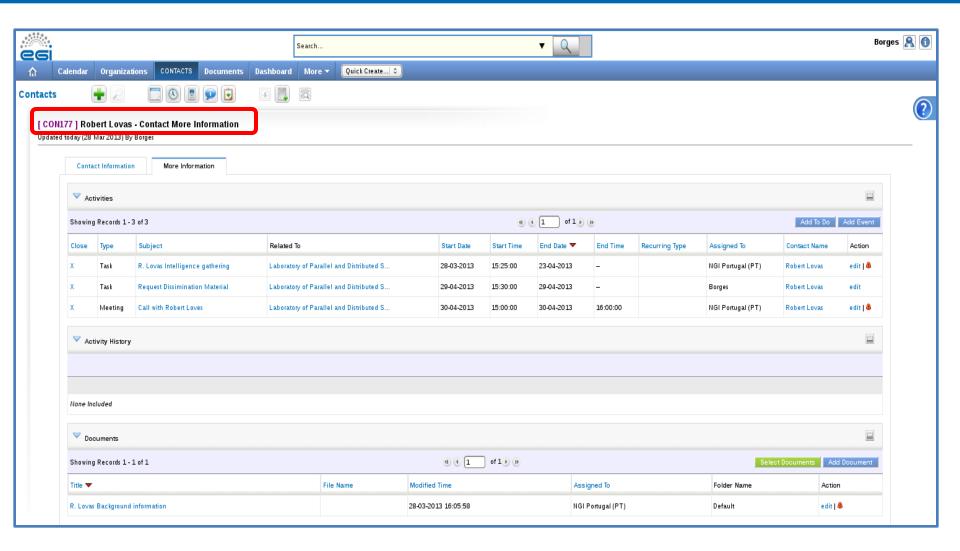




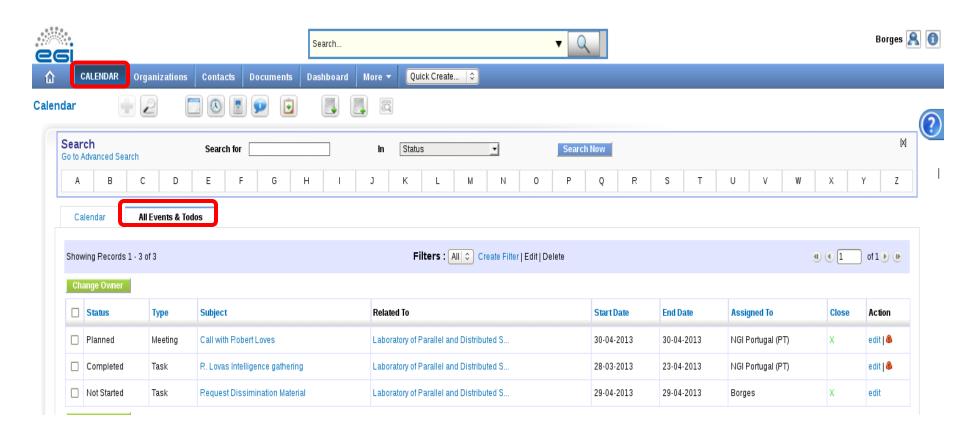


- You want to contact Robert Loves, and you want to prepare yourself for a meeting:
 - Schedule a meeting (Event) with R. Loves
 - Set a ToDO to gather some background information regarding R. Loves activities
 - Set-up a ToDO to ask for proper dissemination material
 - Prepare and upload a document with all the necessary information



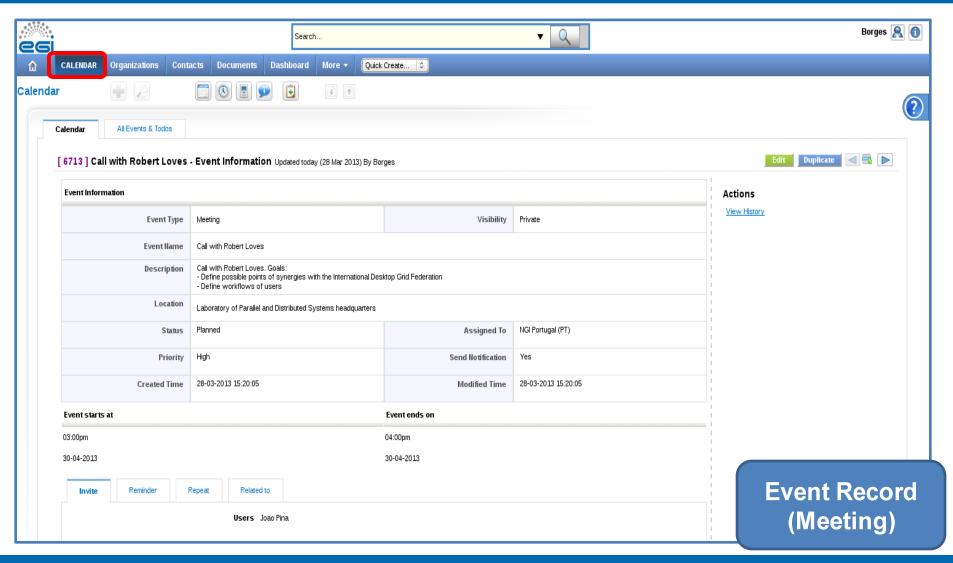




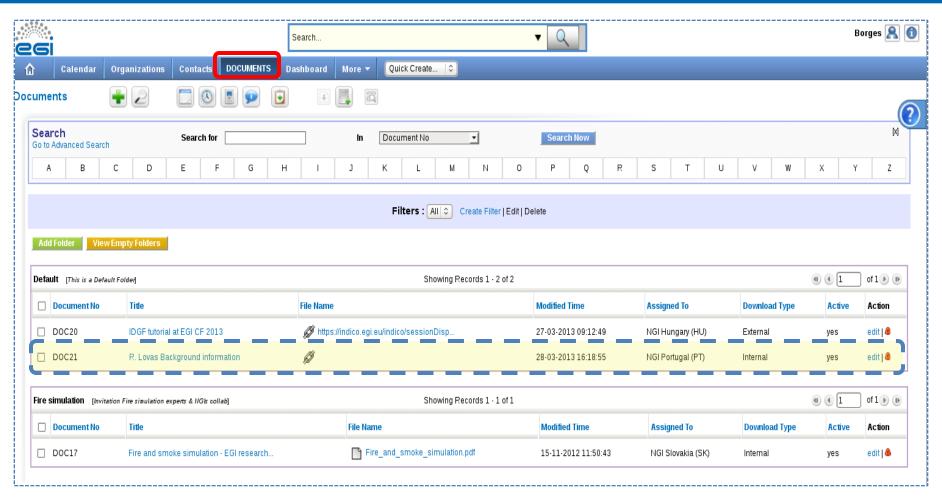


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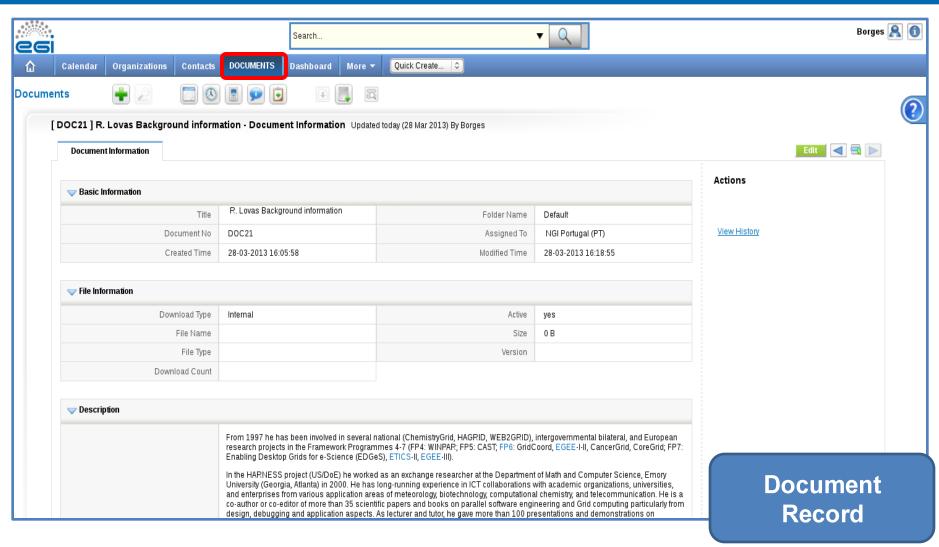






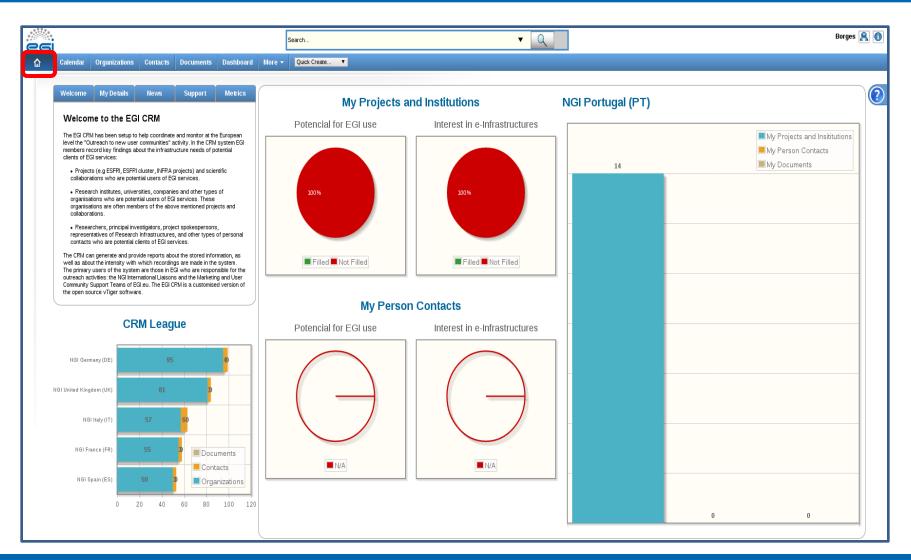






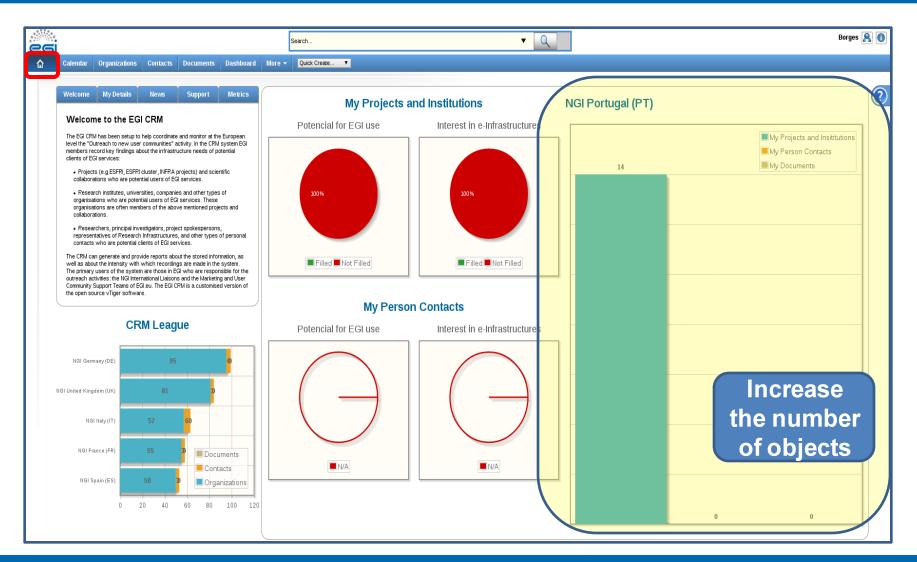


Your Goals



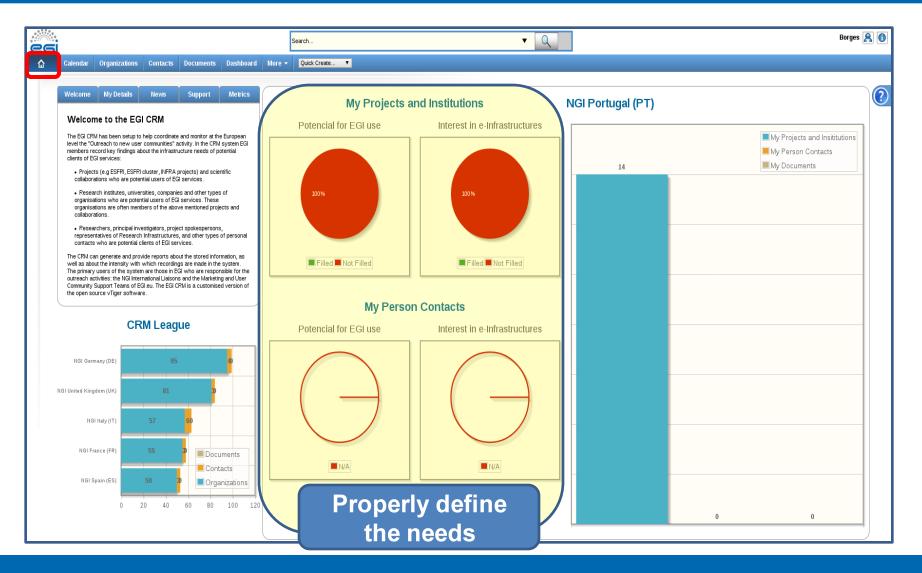


Your Goals – Increase number of objects





Your Goals – Properly define the needs



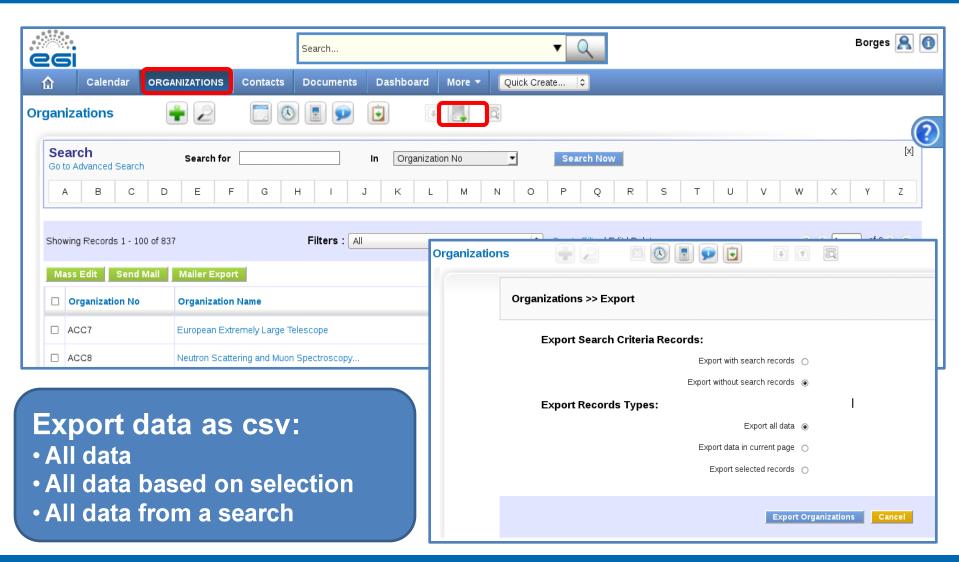


Advanced Usage

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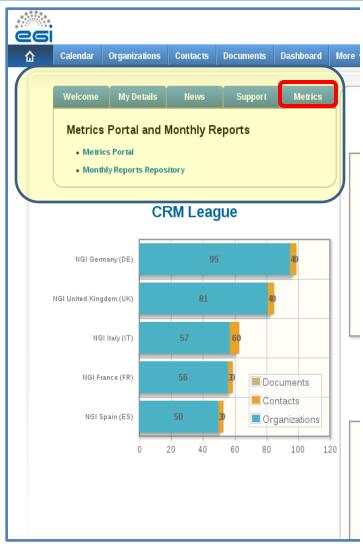


Export Data









Metrics Portal

- Activity Work performed by users from CRM groups
 - A user may insert records that are then assigned to a different group wrt his own group
- Number of objects assigned to CRM groups

Monthly Reports Repository

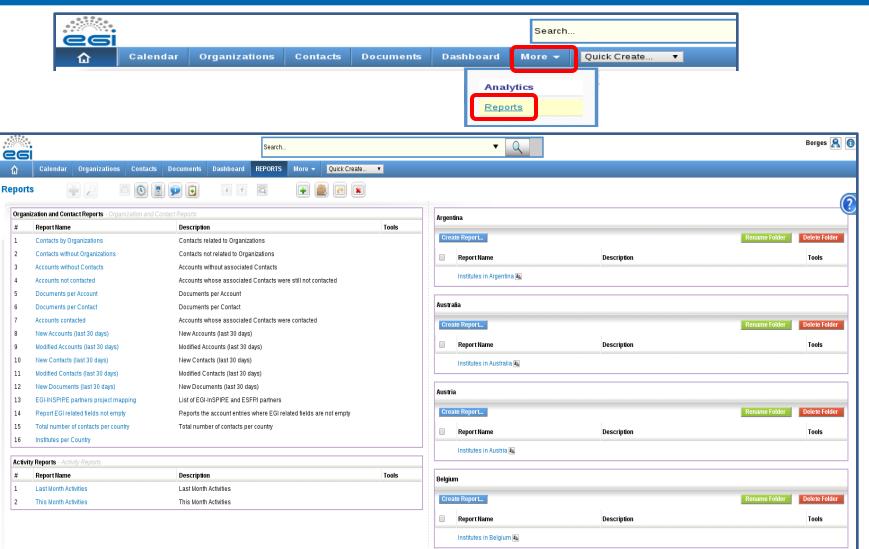
- Repository for monthly CRM metrics snapshot
- Broadcasted via NIL dispatch



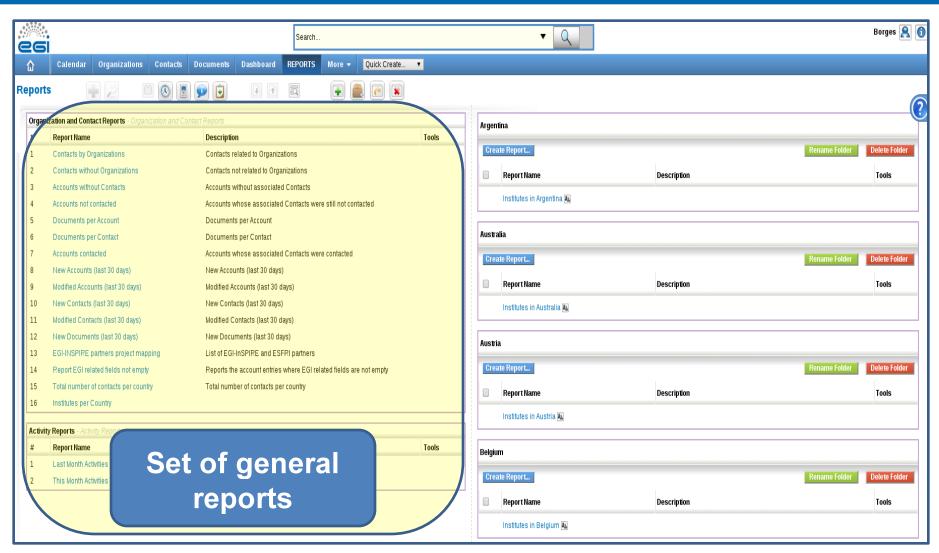
Metrics

CRM Metri			e an Option	nat) go to	CRM Monthl	ly Reports	•	Start Date (^^^^-AMM-DD)	[8	End Date (YYYY-MM-DD)		Show Stats	
Activity Wo From: 201: To: 2013-0 Legend Created By: Tota Changed By: Tota PotEGI New Edit lel New Edit By: PotEGI Cleared I	ork perforn 2-10-20 00: 1-03 23:59: I number of Proje al number of Proje 3y: Total number of y: Total number	00:00 59 ects and institution ects and institution cts and institution of edits (transitio dits (transitio of clears (transitio	is, Person Conta ns, Person Conta ns, Person Conta in from emply to ron- n from non-emp	up Membe		is / Group mem / Group membe PotEGI) field of f tures (IeI) of Pro (PotEGI) field of	bers (after creation) rs (after creation) Projects and Institution jects and Institution Projects and Institution	on) during the sele during the selecte tutions, and Perso ons, and Person C itutions, and Pers	d time period n Contacts, perf ontacts, perforn on Contacts, per	ormed by NGIs / G ned by NGIs / Gro formed by NGIs / I	up members du Group members	ring the selected during the selec	time period ted time period
Show columns Projects and Institutions Projects and Institutions			Person Contacts		Documents			Projects and Ins		Interviews and Institutions	CRM Monthly Reports		
Group	Created By	Changed By	Deleted By	Created By	Changed By	Deleted By	Created By	Changed By	Deleted By	PotEGI New Edit By	PotEGI Cleared By	lel New Edit By	For online customized reports go to CRM Metrics Portal
Administrator EGI Administrative						-		•					 March February January 2012 December

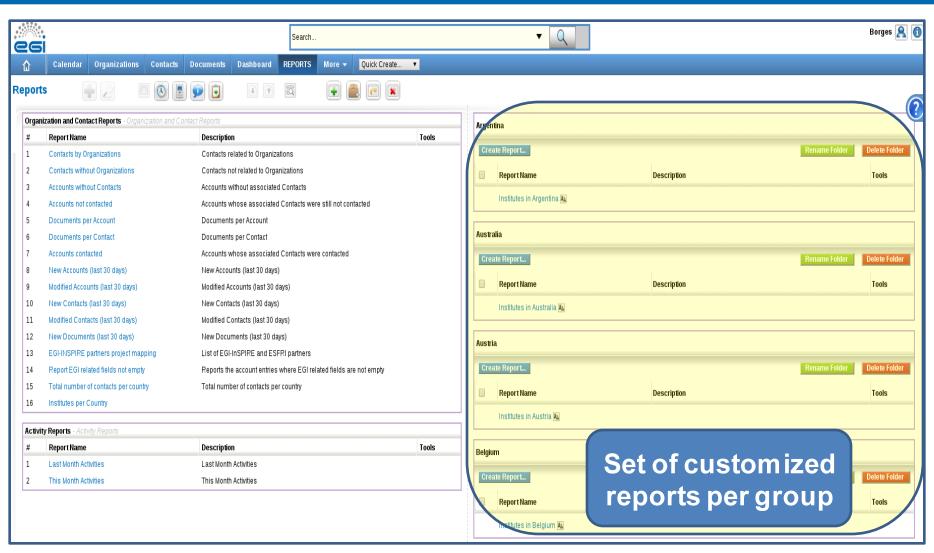




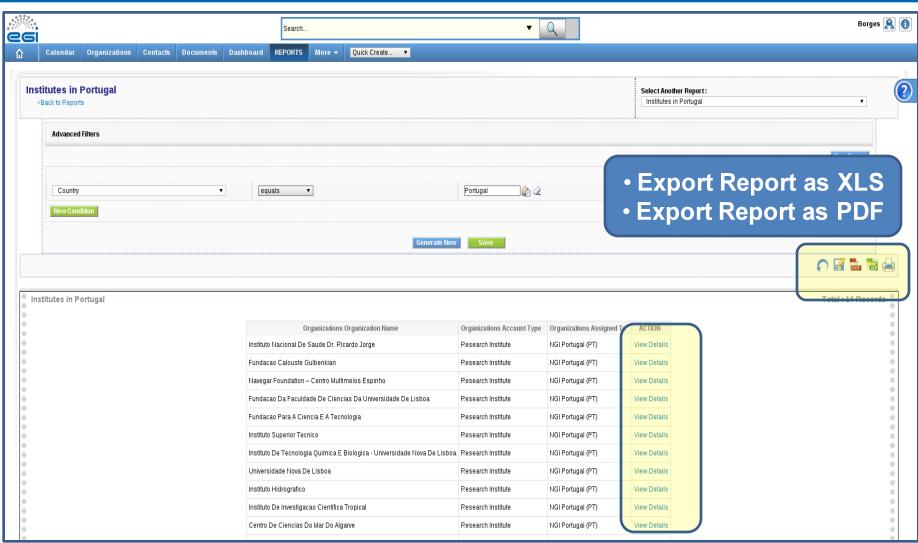














- Create your own Report
 - Non-Contacted Persons in your Country / NGI



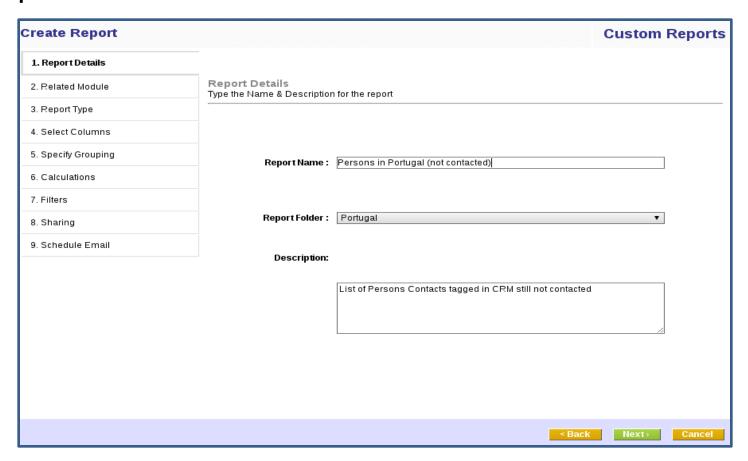
Report Module: Contacts

(we want to display information regarding Contacts)





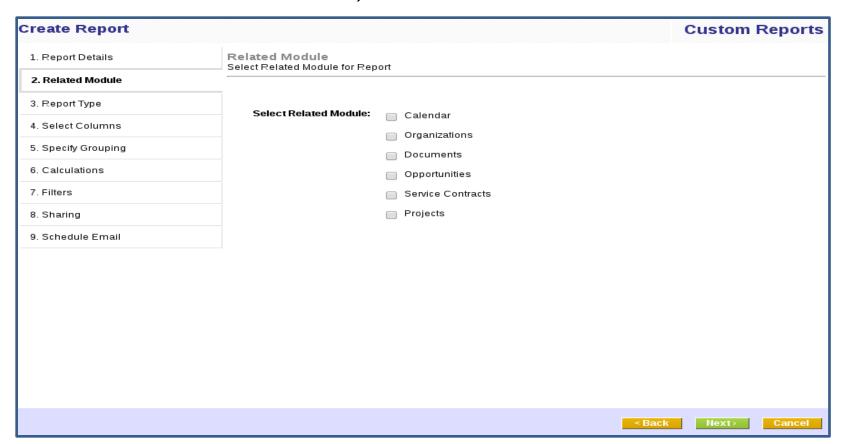
1. Report Details







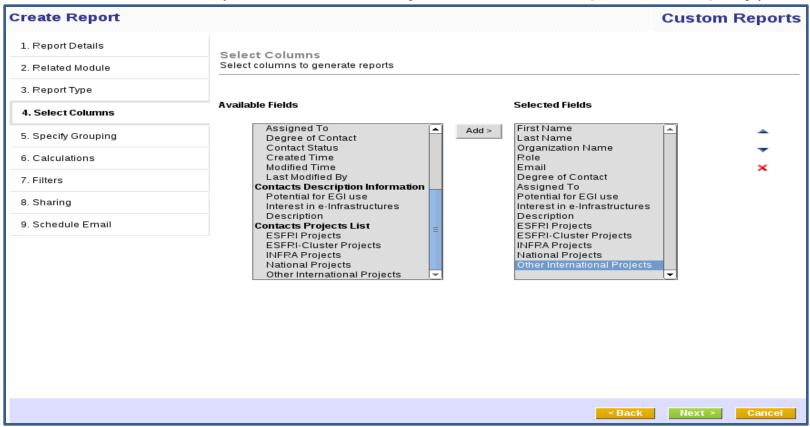
2. Related Module: (You may create reports that crosscheck information from 1 or 2 modules)





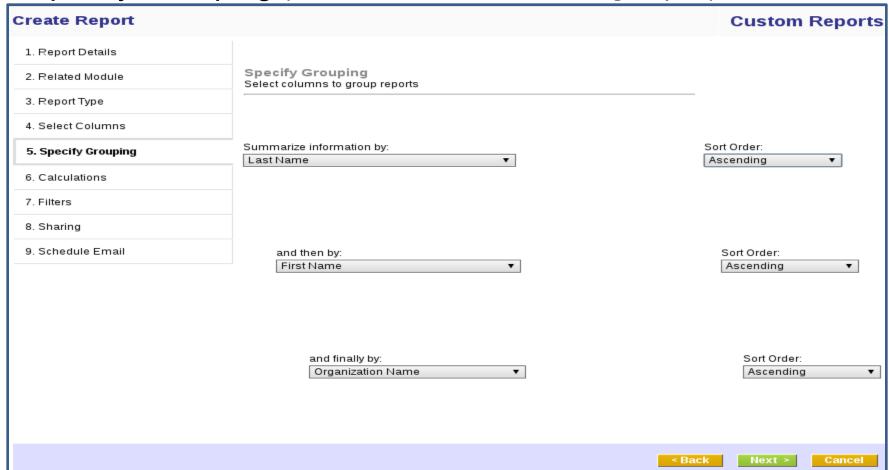


- 3. Report Type: Choose "Summary Report"
- 4. Select Columns (select the data you want the report to display)





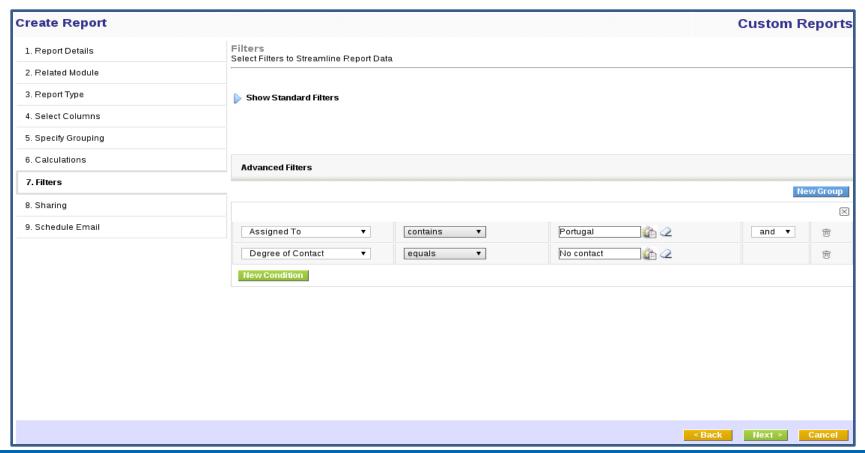
5. Specify Grouping (select how the data will be grouped)





6. Calculations (not applicable to this report)

7. Filters





- 8. Sharing (select public, private or share with the groups/users you want)
- 9. Schedule Email (to send the report to selected recipients)

