



eni suisse is a commercial brand of the Italian group Eni S.p.A., one of the world's leading oil companies. In Switzerland, eni suisse has a presence of over 285 modern service stations and shops. eni suisse offers lubricants and fuels as well as individual service modules and high quality specialty products. eni suisse is using internally Microsoft SharePoint 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.

“eni suisse 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.” ”

### Solution

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



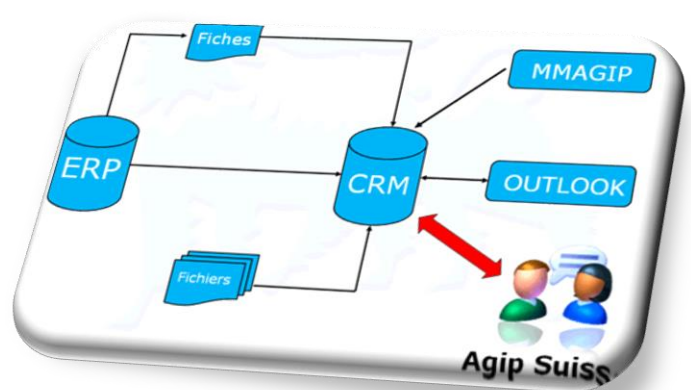
BPA CRM is closely integrated with Microsoft Outlook and Office. Collaborators can easily track emails, log calls and manage meetings. Automatic email alerts notify the concerned employees for their related activities.

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

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.

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

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



### Result

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

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.

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.

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### Full Integration

- Integrated with existing tools
- Integrated with our ERP System
- High adoption rate by end users

### Minimized Cost

- Minimized license cost
- Minimized implementation cost
- Maximized value for money

### Maximum Flexibility

- Modify the information structure at any time
- Add new features and modules