

Bridge-x Customer 360

The most comprehensive customer information – when and where you need it

How easy is it for you to get a 360-degree view of your customer? With the growth in the number of customer “touch-points”, software applications that contain customer data and multiple sales channels, it is no longer simple to maintain an integrated view of the customer for effective marketing, sales, service and order management.

Bridge-x Customer 360 is a **flexible, role-based platform** that lets your users view customer data from all systems and information sources that are used to run your business.

“Role-based, integrated with SAP, visually rich and intuitive and ready to run on your browser and your mobile tablets”

Why Bridge-x Customer 360?

- Bridge-x Customer 360 is a secure, role-based **customer information platform**
- Improves sales preparedness for customer meetings
- Improves sales efficiency and productivity; sales users no longer have to spend hours looking for customer information
- Lowers customer support costs; faster resolution to customer issues and complaints
- Bridge-x Customer 360 **leverages** your existing SAP investments (ERP, CRM, BI, BOBJ, Mobile)

Customer 360 is the **most comprehensive** approach to building an integrated view of your customer. Whether it is used by sales reps or customer service agents, whether the customer information is in SAP ERP or in a third-party call center application, whether the user wishes to view the data in the SAP CRM screen or on her mobile/tablet, Customer 360 brings customer information to the user in the context of their role, job function and transaction – and **keeps the business moving forward**.



Bridge-x Customer 360: Highlights

- Bridge-x Connect is customizable by role – so your company’s distributors (including their internal buyers, managers), your account managers and customer service agents can all define their view of the entire business.
- Bridge-x Connect allows your distributors and channel partners to collaborate, communicate and transact with you with full integration to your backend SAP systems.
- Bridge-x Connect comes with its own “widget gallery” that can be extended by your IT team – e.g.: sales analytics, performance scorecards etc
- Bridge-x Connect runs on **Netweaver technology from SAP** – trusted by several hundreds of companies around the world
- Bridge-x Connect is tightly integrated with your business processes in SAP so your internal users and external users are always on the same page.

What technology do we need to run Bridge-x Customer 360?

Bridge-x recommends **SAP Netweaver CE** as the platform for building and deploying Customer 360. It is assumed that your company already runs SAP ERP (version 4.7 and upward; ECC 5.0 or ECC 6.0 are preferred)

CRM, SFA and data warehousing systems are **not mandatory**. For mobile deployment scenarios, please contact us as we will need more information about your choice of mobile devices and OS.



So where do we start?

Email us (sales@bridge-x.com) if you would like to schedule a demo of Bridge-x Customer 360.