

mySAP CRM Mobile Sales 3.0 project at Kraftverkehr Nagel successfully completed - itelligence AG now plans industry solution

Frankfurt, 20 June 2002 – The Versmold-based haulage company, Kraftverkehr Nagel, Kurt Nagel GmbH & Co., will begin to roll out mySAP CRM Mobile Sales 3.0, a customer relationship management solution, in mid-June 2002. By the end of August, the company's 70-strong international sales team will be able to use the SAP solution. The Bielefeld-based SAP service provider, itelligence AG, implemented and installed the CRM solution in record time. Highlights of the solution include the integration of haulage and financial data. The sales staff have access to up-to-date sales information, open positions, claims handling and other data relevant for the sales process. As a result, the classification and analysis of customer data by the sales and marketing departments of Kraftverkehr Nagel, the market leader in refrigerated transport, is speeded up considerably.

The project started during the so-called ramp-up phase is one of the world's first productive installations of the mySAP CRM 3.0 Mobile Sales solution. In view of this success, itelligence AG now plans to develop an industry solution in order to make the experience gained available to the entire logistics industry. For Kraftverkehr Nagel's Managing Director, Michael Eckensberger, the investment will definitely pay off: "The new mySAP CRM solution was implemented fast and without any interruption of our daily operations. It has greatly increased the flexibility and productivity of our sales department. At the end of the year, we will evaluate the implementation of additional CRM components." Together with Kraftverkehr Nagel, itelligence presents the solution at the SAP booth (Hall 1/D/33) at this year's Eurocargo, the international trade fair for logistics, materials handling, transport and IT, on June 19 in Essen.

Neuer Markt-listed itelligence AG is one of the leading international supplier of end-to-end SAP solutions employing 1,450 highly qualified consultants at 45 branches in 18 countries. The company's services range from industry-specific SAP solutions to innovative individual software technologies to the complete integration of highly complex IT and e-business systems including outsourcing and services.

Public Relations
Silvia Dicke
Phone: 0521-91448 107
Fax: 0521-91445 201
silvia.dicke@itelligence.de

itelligence AG
Königsbreede 1
33605 Bielefeld
<http://www.itelligence.de>