

On-Premise to On-Demand CRM Migration Methodology

The enterprise CRM space is experiencing a game-changing shift toward the Software-as-a-Service (SaaS) application delivery model, with the number of large corporations considering replacing on-premise CRM systems with on-demand (hosted) systems growing daily.

Integra Technology Consulting has for some time been at the forefront of thought-leadership around this shift in preference to on-demand CRM, and we continue to engage with more and more clients seeking guidance in exploring the intricacies of embracing this shift and potentially executing on-premise to on-demand migration projects. Among the capabilities we offer our clients are structured approaches to **comparative evaluation** of on-premise and on-demand alternatives, and a unique **rapid SaaS migration methodology** focused around minimizing the time, cost, and risk associated with on-premise to on-demand CRM migrations.

Comparative CRM Evaluation Methodology

One of the most daunting aspects of adopting a new enterprise technology platform is actually deciding *which* platform to adopt. When the question of on-premise versus on-demand is added to the mix, the complexity of that decision increases dramatically.

The stakes are high when contemplating the purchase of a new CRM platform:

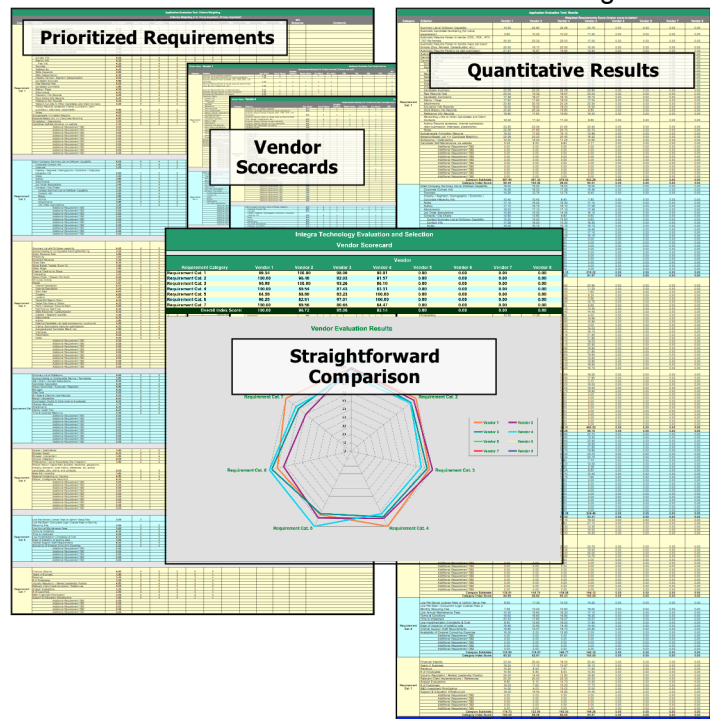
- Substantial capital expenses for licenses and hardware for on-premise solutions;
- Significant ongoing operational expenses for implementation, integration, maintenance, administration, and subscription fees;
- Weighty objectives and lofty expectations for the desired competitive

advantages and ROI resulting from the system;

- Intense political pressure to meet sometimes-competing departmental goals.

Pick the right system, and your personal, and perhaps corporate, stock will rise. Make the wrong choice, however, and you will have spent a large amount of time, money and effort to bring up a system that your own employees won't use, and you will never realize the true value of a well-designed CRM application.

Integra Technology Consulting recognizes the challenges and risks inherent in enterprise system selections, and we know first-hand how those challenges and risks vary when contemplating on-premise versus on-demand solutions. We also know the value the "right"



system, properly implemented, can bring to an organization. Therefore, to help our clients overcome these challenges and reap the rewards of appropriate enabling technology, we have developed our unique **Comparative CRM Evaluation Methodology**, which includes structured processes and tools for discretely

defining and weighting selection requirements, and quantitatively assessing candidate technology offerings against those requirements. Our methodology also encompasses our comprehensive approach to forecasting Total Cost of Ownership (TCO), to help our clients effectively compare the true costs of various systems, even when pitting on-premise solutions against on-demand solutions.

Rapid SaaS Migration Methodology

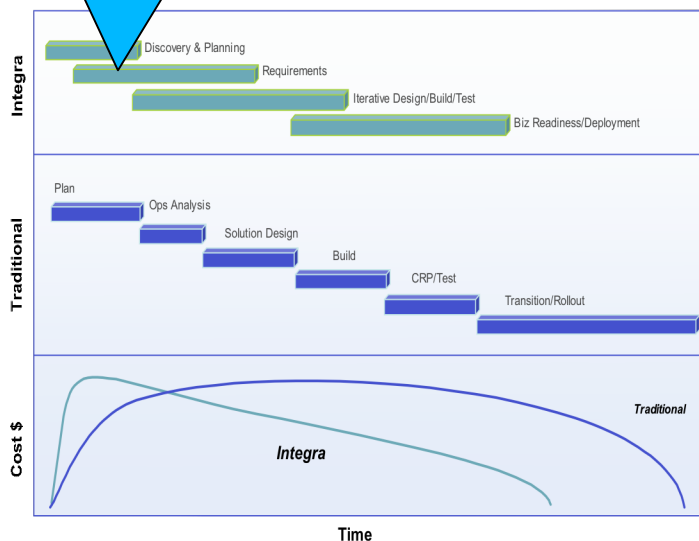
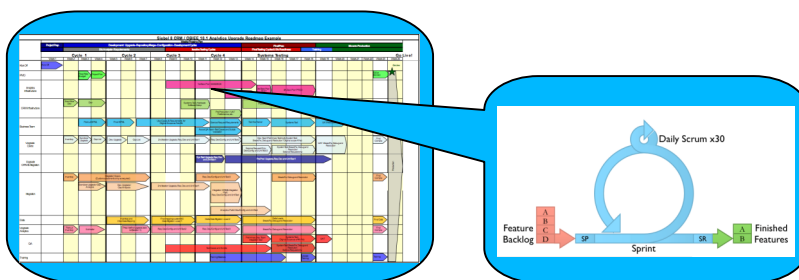
Traditional project methodologies tend to serialize tasks, and fail to place sufficient emphasis on the most important activities, while

Methodology was conceived to serve just this need.

A hybrid of Scrum and Traditional approaches drawn from based on practical experience, Integra's Rapid SaaS Migration Methodology is focused around the activities most impactful and essential to conducting a successful migration, and reduces or eliminates the lower-value activities typical of traditional migration methodologies.

Our Rapid SaaS Migration Methodology places greatest emphasis where it is most needed:

- Thoroughly understand what needs to be delivered
- Build it fast
- Test, test, and test again!



over-emphasizing those activities which do not contribute as materially to the overall success of the project. The result: inefficiency, substantial resource requirements, and higher costs.

While the inherent costs of such traditional methodologies have been tolerated in the past, today's sharply increased focus on operational efficiency and cost reduction makes a more streamlined, efficient approach to rapidly delivering effective system migrations an imperative. Integra's **Rapid SaaS Migration**

Our methodology is both iterative in nature, and highly parallelized, enabling our teams to maximize delivered value, while minimizing project execution time and cost. Our methodology is also characterized by structured techniques for efficiently advancing project work across multiple tracks, while supporting all efforts with a rigorous project & program management approach.

As a partner of both Oracle / Siebel and Salesforce.com, and as an experienced provider of CRM consulting services around many on-premise and on-demand technologies, such as RightNow, SugarCRM, SalesPage, Microsoft Dynamics CRM, PegaSystems and others, Integra Technology

Consulting provides the expertise, methodologies, and tools needed to determine whether a migration from on-premise to hosted CRM is right for you, and if so, to successfully execute a rapid migration.

Contact us today to discuss your CRM plans in more detail, and learn how Integra's on-premise to on-demand CRM services can help you save time and money, reduce risk, and enjoy greater return on your CRM investment.