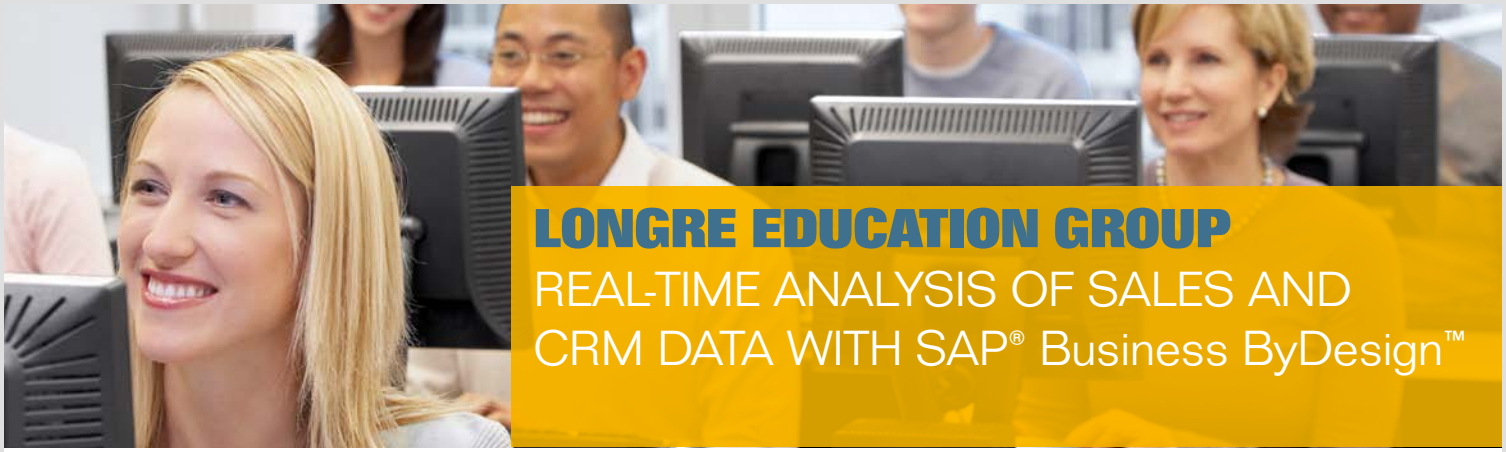

LONGRE EDUCATION GROUP

REAL-TIME ANALYSIS OF SALES AND CRM DATA WITH SAP® Business ByDesign™

As China's largest training company for international English language testing, the Longre Education Group wanted to have an up-to-date view of its sales and CRM data. The SAP® Business ByDesign™ solution consolidates and integrates data for easy monitoring and analysis.

"This implementation helped us eliminate paperwork and centralize our sales and CRM information. With the SAP Business ByDesign solution, managers now have real-time insight into sales and customer-related intelligence, which is very helpful."

Echo Zhao, Vice President, Longre Education Group

QUICK FACTS

Company
- Name: Longre Education Group
- Headquarters: Shanghai, China
- Industry: Higher education and research
- Products and services: Training for international English language testing
- Revenue: €200 million
- Employees: 400
- Web site: www.longre.com

Challenges and Opportunities
- Improve sales team management
- Increase sales forecast accuracy
- Provide better support for customer relationship management (CRM) processes
- Consolidate and integrate operational data with other business areas

Objectives
- Provide a centralized platform for prospect information
- Streamline the sales process, shorten sales cycles, and control costs
- Enable management with the ability to monitor and analyze sales progress in real time
- Build a foundation for implementation in other training centers

SAP® Solutions and Services
SAP® Business ByDesign™ solution

Why SAP
- A complete, on-demand business solution
- Easy adoption of the solution
- Ability to provide integrated functions

Benefits
- A single, real-time view of the company's sales to date
- More accurate forecasting
- Easy identification of additional sales opportunities
- Real-time reports for monitoring and analyzing sales progress
- Comprehensive access to customer-related information, including opportunities, quotes, orders, and invoices
- Increased visibility into customer profitability

朗阁教育集团
LONGRE EDUCATION GROUP

www.sap.com/contactsap

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