

EUREKA PROJECT E!4023- YOOLA

1. General description

Project	E! 4023- YOOLA	Status	Announced- 14-Jun-2007
Title	Yoolaa (Your Office Online Anywhere Anytime)		
Class	Project	Technological area	Information technology
Start date	01-Aug-2007	End date	01-Feb-2009
Duration	18months	Total cost	1.1Meuro
Partner sought	No		
Summary	Development Of An Integrated Solution For Sme (Small And Medium-Sized Enterprise) Front-Office Activities Management Including Mobility And Voice Management.		

Budget and duration

Phase	Budget(Meuro)	Duration (Months)
Definition phase	0.77	13
Implementation phase	0.33	5
Total	1.1	18

Member contribution

Member	Contribution	Position	Since
France	65.00%	Contact Member	19-Mar-2007
Belgium	35.00%	Participating Member	14-Jun-2007

Participants

Company	Country	Type	Role
Nextapplication	France	SME	Main
Ibf Internatiional Consulting	Belgium	SME	Partner

2. Project outline

Project description

The objective of the project is to develop a new integrated tool for SME (Small and Medium-sized Enterprise) front-office activities management.

This will be a complete solution for Customer Activity Management and collaborative workgroup in mobile mode. It will address mainly SMEs, but also departments in large companies.

It will offer:

- a personalised portal for users and adapted access to data depending on the user profile and terminal;
- telephony integration whatever the technology (Voice, PABX-IP (Private Automatic Branch Exchange-Internet Protocol), etc.) used by the SME;
- specific functionalities for contact centre management.

The innovation is primarily based on the possibility:

- to use a Customer Activity Management solution in disconnected mode for mobile users;
- to put a decision-making and action aid tool in the hands of managers;
- to provide a CRM (Customer Relationship Management) solution integrating a PABX-IP telephone or contact centre system.

This solution presents the following main competitive advantages:

- a personalised solution adapted to the SME needs usually reserved for large companies;
- simple to use and flexible;
- a reduced implementation time at lower cost adapted to SMEs;
- customer activity management functionalities in an on-line and disconnected mode.

Keywords: CRM (Customer Relationship Management), voice integration, mobility.

Technological development envisaged

The project will comprise the following steps:

- WP 1: Development of a mobile portal for Customer Activity Management multi-profile and multi-terminal online office.

Module 1: Mobility Development of multi-profile and multi-terminal portal. This module will be based on Rich Client technology.

Module 2: Mobility Development of disconnected mode for Customer Activity Management solutions.

Module 3: Development of a decision making aid system for Customer Activity Cockpit management.

- WP 2: Voice management for Customer Activity Management

Module 1: Development of a telephonic interactions cockpit solution.

Module 2: Development of Customer Activity Management functionalities for contact centres.

Module 3: Development of voice transcription for Customer Activity Management.

Markets application and exploitation

TARGETS:

The main markets addressed by this solution are SMEs and departments of industries who need to manage all their front office activities.

The development of the solution in disconnected mode means that the mobility market can be addressed (PDA/EDA (Personal Digital Assistant/Electronic Data Automation) providers).

The telephony integration in the communication technologies solution (VoIP - Voice over Internet Protocol, CTI - Computer Telephony Integration) will also enable contact centres to be provided with the solution.

About the market:

The Customer Relationship Management (CRM) global market saw turnover of 5,698 million dollars in 2005 with a growth rate of 13.7%. The European share represents 34% of this figure with growth of 9.7% compared to 2004.

In the CRM market, the mid market (SME) is a growing segment and currently generates turnover of 20 to 500 million euro.

According to a study, 66% of questioned companies state that they use a CRM solution, but only 16.7% of them actually have one. The others compare office automation tools such as Access, Excel, Lotus Notes, Outlook, ERP (Enterprise Resource Planning), etc. with CRM solutions. Thus, 73% of companies are still to be equipped with CRM solutions.

More than half of companies offer their mobile employees the possibility of reaching remote applications of mobile offices (34%) such as mail services, diaries and directories, trade applications (9%), etc.

According to the Barometer 2005, 96% of companies are equipped with mobile phones, 91% portable PCs (Personal Computer), 69% PDA and 53% smartphones. Sales of smartphones and PDA increased by 57% in the first half of 2006 compared to 2005. They reached 42.1 million units in June 2006: 34.7 million smartphones sold (+ 75.5%) and 7.4 million PDA sold (+ 5.7%).

Thus, on the CRM market, subjects such as contact centre virtualisation, mobility and ASP offers should continue to generate growth through to 2009 with an average rate of growth of 4.8%.

Moreover, telephony integration into CRM solutions - with communication technologies such as VoIP (Voice over Internet Protocol), CTI (Computer Telephony Integration), etc. - should reinforce user collaboration.

According to forecasts, the number of VoIP phone accesses worldwide should be multiplied by 10 in 6 years, increasing from 25 million in 2005 to 250 million in 2011. In companies, VoIP will represent approximately 80% of phone accesses.

Project codes

BSI

NACE

3. Main participant

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Organisation type SME
Participant role Main

Contribution to project

The organisation will be in charge of the following developments: - Module 1 in WP 1: Development of the multi-profile and multi-terminal portal; - Module 2 in WP 1: Development of the disconnected mode for Customer Activity Management solutions (for PDA); - Module 3 in WP 1: Development of a decision making aid system for the Customer Activity Cockpit; - Module 1 in WP 2: Development of a telephonic interactions cockpit solution; - Module 2 in WP 2: Development of Customer Activity Management functionalities designed for call centres; - Module 3 in WP 2: Development of voice transcription for Customer Activity Management.

Expertise

The organisation is a French company, created in 2002, and is specialised in software solutions development for Customer Activity Management. Its solution eLink(R) enables the automation of front-office activities such as contact management, relationship management and collaborative workgroups. NEXTAPPLICATION addresses the mid-market with more than 10,000 installed users of its solutions located in more than 550 companies in Europe in different fields of activities: financial services, industries, state services, professional services, etc.

4. Partner

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Organisation type SME
Participant role Partner

Contribution to project

The organisation will be in charge of the following developments: - Module 1 in WP 1: Development of a multi-profile and multi-terminal portal; - Module 2 in WP 1: Development of the disconnected mode for Customer Activity Management solutions (for PDA); - Module 1 in WP 2: Development of a telephonic interactions cockpit solution; - Module 2 in WP 2: Development of Customer Activity Management functionalities designed for call centres.

Expertise

The organisation is an independent consulting company founded in BELGIUM in 1977 and is part of ACKERMANS & VAN HAAREN, a major Belgian group. The company provides its technical expertise in large-scale projects and employs more than 30 full-time staff and approximately 100 experts. It is specialised in company portal developments, contact centre technologies (VoIP, CTI, PaBX (Private Automatic Branch Exchange), etc.) and mobility technologies. For the project management of its customers, IBF has developed tools for information consultation: service on-line and e-collaboration management integrated system. Over the past 27 years, IBF has participated and managed projects in more than 100 countries in Central & Eastern Europe, the Commonwealth of Independent States, Africa, the Middle East, Latin America, the Caribbean and Asia. Its clients include international donor agencies, national governments and their agencies, and the private sector.