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Welcome to our newest Gold member –

NAVISION®

The Way to Grow

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CRM Analytics embraces all of the activities involved in analyzing customer data and then presenting it in a fashion that business users can base decisions on. To start to take advantage of CRM Analytics, you do not require a CRM implementation. All iSeries installations currently collect a fair amount of customer data. This data may not all be on the iSeries but it does exist. This existing data should be the basis for your entry into customer relationship analytics.

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