

## Apex IT Helps PeopleSoft with Testing and QA of Groundbreaking New CRM Product

### Background

PeopleSoft has a lot riding on the success of the latest version of its Enterprise CRM suite. Released in July 2004, PeopleSoft Enterprise CRM 8.9 is the “most significant CRM release in PeopleSoft history,” said PeopleSoft’s CRM General Manager, George Ahn. “It’s by far our best endeavor in delivering advanced CRM functionality and in reducing total cost of ownership for PeopleSoft customers.”

PeopleSoft is one of the top three providers of CRM and other enterprise applications. Its competitors include Siebel, SAP and Oracle. All four companies are vying for market share by making their CRM systems easier to use and less expensive to own—something customers have clamored for. The CRM leaders are also expanding functionality far beyond traditional notions of CRM. New capabilities in PeopleSoft Enterprise CRM 8.9 include customer and partner portfolio management and a powerful new prescriptive analytics decision engine. As PeopleSoft knows well, CRM market leadership depends on raising the bar ever higher.

In such a competitive landscape and with expectations so high, PeopleSoft knew that the success of 8.9 depended on meeting an aggressive release schedule, delivering a bug-free product and winning early customer acceptance. That’s why it enlisted the help of Apex IT during the all-important testing and quality assurance process. With more than 150 PeopleSoft CRM implementations in a wide cross section of industries under its belt, Apex IT is the acknowledged leader in PeopleSoft CRM consulting. When PeopleSoft needed help expanding its internal resources to ensure a successful launch, it knew exactly where to turn.

“Apex IT worked jointly with us on our testing and quality assurance team,” said Rich Holada, PeopleSoft’s Vice President of CRM Engineering. “They have real-world experience in PeopleSoft implementations and deep PeopleSoft product knowledge. They were a trusted partner as we ramped up to the release of 8.9.”



### Customer

PeopleSoft

### Industry

Enterprise applications

### Business Challenge

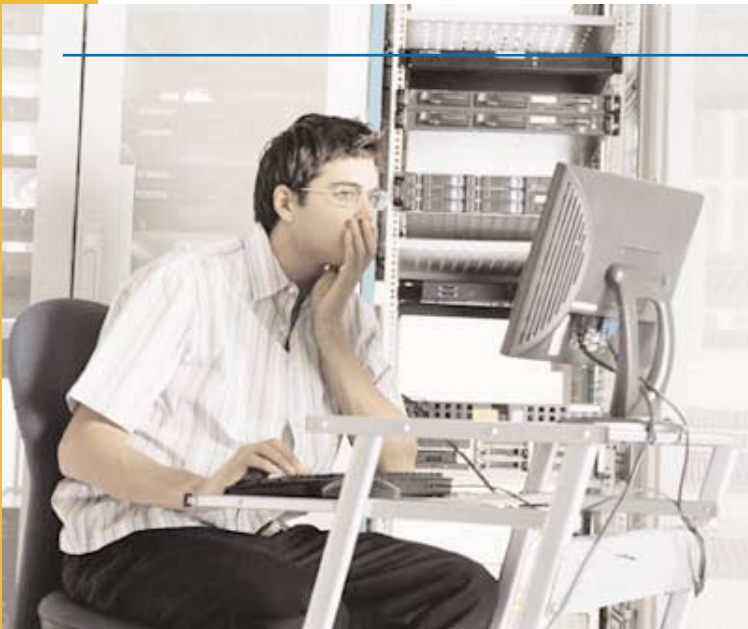
Testing and QA services for PeopleSoft’s new Enterprise CRM 8.9 application suite

### Apex IT Solution

On-site independent testing and quality assurance

### Results

- Helped augment PeopleSoft resources to deliver new industry-leading CRM product.
- Unique customer-focused perspective helped PeopleSoft ensure a better end-user experience.
- In-depth and hands-on experience with PeopleSoft Enterprise 8.9 will help ensure successful customer implementations.



### Win-win situation

Apex IT's involvement in the testing and quality assurance of Enterprise CRM 8.9 was actually a win-win situation for both PeopleSoft and Apex IT, according to Chris Rapp, Apex IT's vice president of sales. "PeopleSoft knew that every dollar they invested in us was going to be re-invested in successful PeopleSoft 8.9 implementations," Rapp said. That's been proven, Rapp pointed out, by Apex IT's previous involvement in testing and quality assurance of earlier releases of PeopleSoft Enterprise CRM. "We've been able to leverage our involvement with PeopleSoft to successfully implement more PeopleSoft 8 CRM systems than any other independent company in the U.S. Our experience

partnering with PeopleSoft on Enterprise CRM 8.9 will ensure that continues."

### An auspicious start

PeopleSoft announced Enterprise CRM 8.9 at its June, 2004 CRM Leadership Summit and began shipping the new application in July. Early industry and customer reaction has been enthusiastic.

Apex IT played a role in making it happen, thanks to PeopleSoft's confidence in the strength of Apex IT's PeopleSoft CRM practice. "Our experience in the field and working directly with customers allowed us to bring a unique perspective to the testing and quality assurance process," noted Spencer Brown, the Apex IT senior consultant who worked on-site at PeopleSoft headquarters during April and May of 2004. "Enterprise CRM 8.9 is going to have a huge impact on the CRM market. What's critical to PeopleSoft now is getting successful and referencable 8.9 implementations to keep the momentum going. Apex IT is looking forward to helping make that happen."



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