Science Marketing
Science-to-Business Research Centre Germany

Coventry University JISC

PRM
Partner Relationship Management

- as part of SCIENCE-TO-BUSINESS MARKETING

Fachhochschule
Münster University of
Applied Sciences

Symposium
Customer Relationship Management (CRM) at Universities
Tuesday June 26th 2007
Coventry University, UK

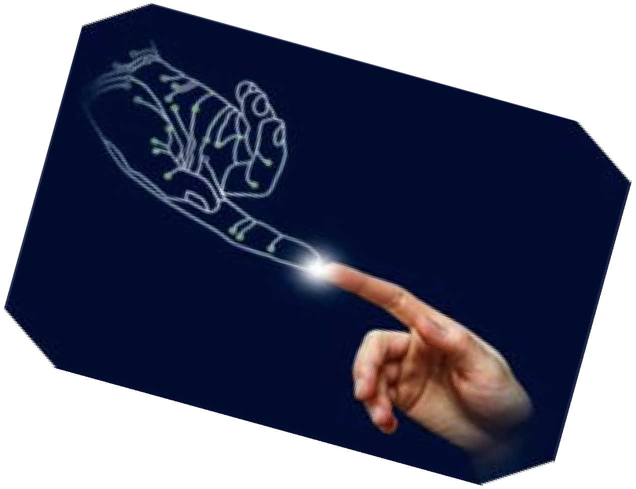
Prof Thomas Baaken
Münster University of Applied Sciences

Fachhochschule
Münster University of
Applied Sciences

Science Marketing
Forschungs- und Entwicklungsschwerpunkt NRW

Ministerium für
Wissenschaft und Forschung
des Landes
Nordrhein-Westfalen

Vice Rector Partnering



Vice Rector Partnering
Prof. Gisela Grosse

Strategic Partnerships with

corporations (e.g. BASF)
networks (e.g. TIMP www.timp.nl)
communities/municipals (e.g. Kreis Steinfurt)
universities (e.g. www.UAS7.org)

6 Golden Rules in Partnering

- Rule 1: Both partners must achieve distinctive benefits/advantages through the cooperation and/or partnership. Those benefits have to be clearly defined.
- Rule 2: A strategic cooperation has to be agreed by contract. There must be at least one standard bearer on each side.
- Rule 3: Go always only for no. 1 or the market leader or visionaries first, only in step 2 switch to no. 2.

6 Golden Rules in Partnering

- Rule 4: Act fast, strategic partnerships are developing right now (and who is already bound is not free any more).
- Rule 5: Co-operations have to evaluated and validated again after a certain amount of time (possibly terminated at the start).
- Rule 6: The development of a partnership requires a top form of individuality in defining the benefits and the procedures by PRM.

Stairway to strategic partnerships

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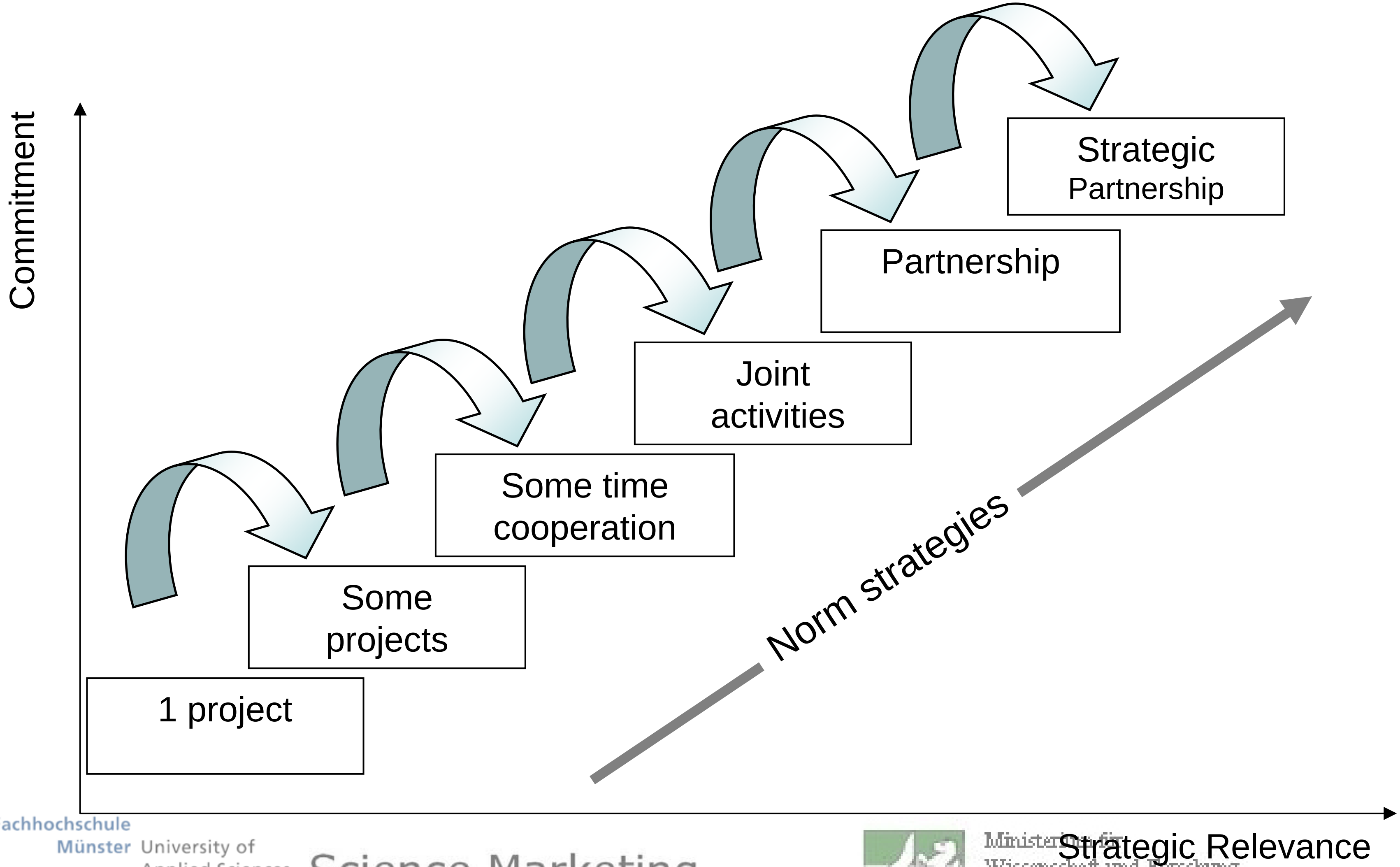

Commitment

1 project

Some projects

Some time cooperation

Joint activities

Partnership

Strategic Partnership

Norm strategies

Strategic Relevance

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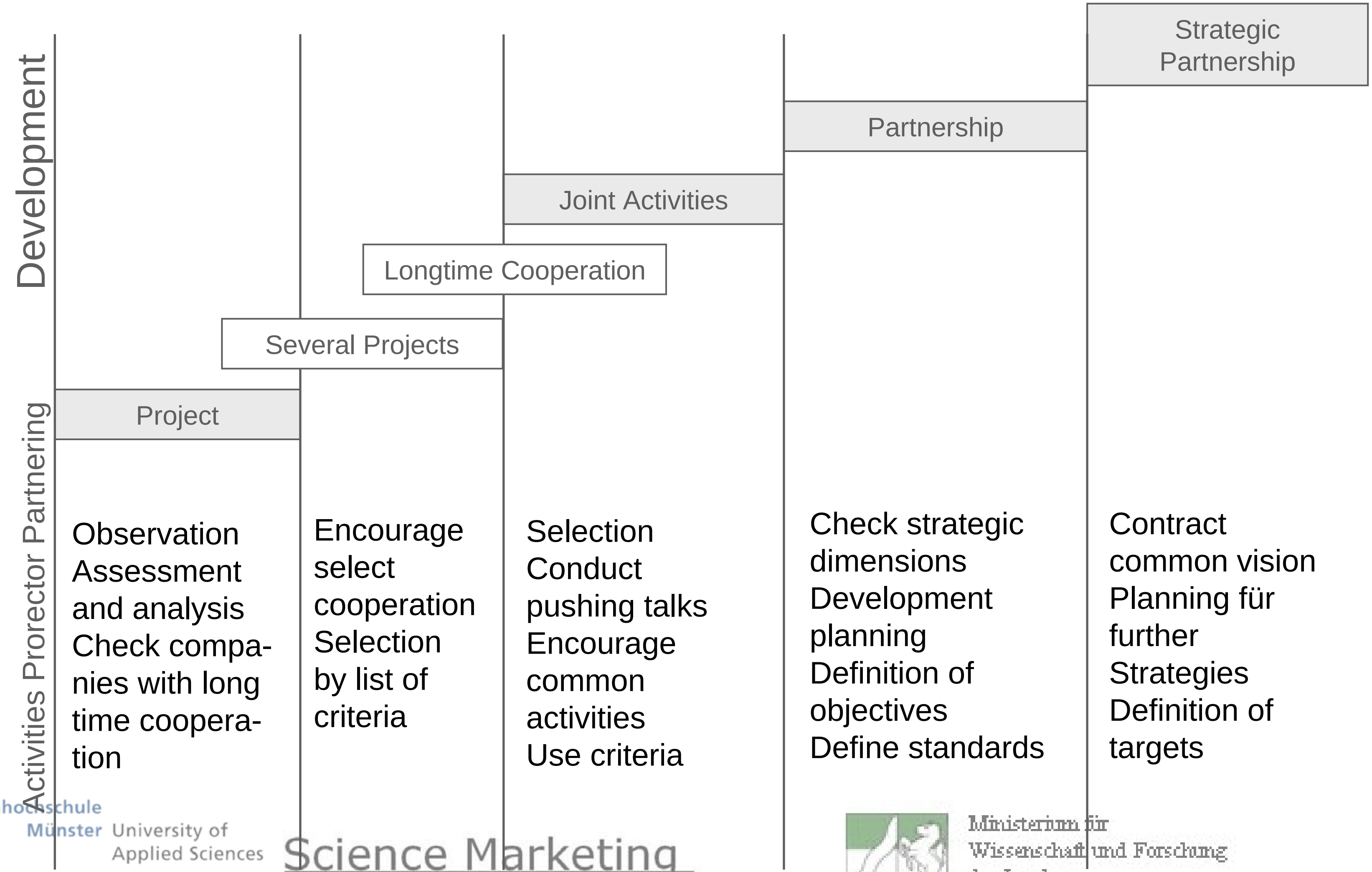
Extract of norm strategies



Development

Activities Prorector Partnering

Strategic Partnership

Partnership

Joint Activities

Longtime Cooperation

Several Projects

Project

Observation
Assessment and analysis
Check companies with long time cooperation

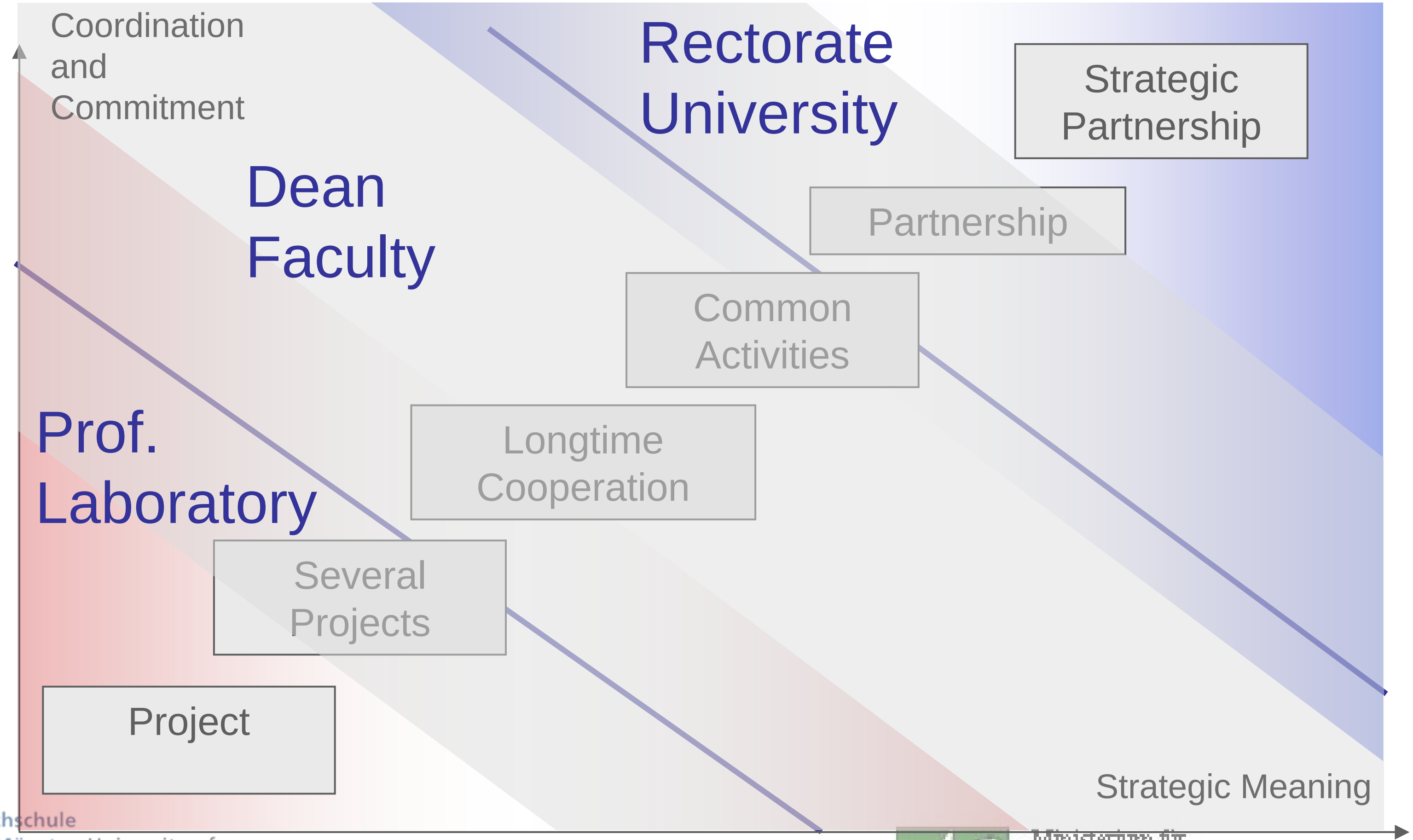
Encourage select cooperation
Selection by list of criteria

Selection
Conduct pushing talks
Encourage common activities
Use criteria

Check strategic dimensions
Development planning
Definition of objectives
Define standards

Contract common vision
Planning für further Strategies
Definition of targets

Fields by players



Coordination and Commitment

Rectorate University

Dean Faculty

Prof. Laboratory

Strategic Partnership

Partnership

Common Activities

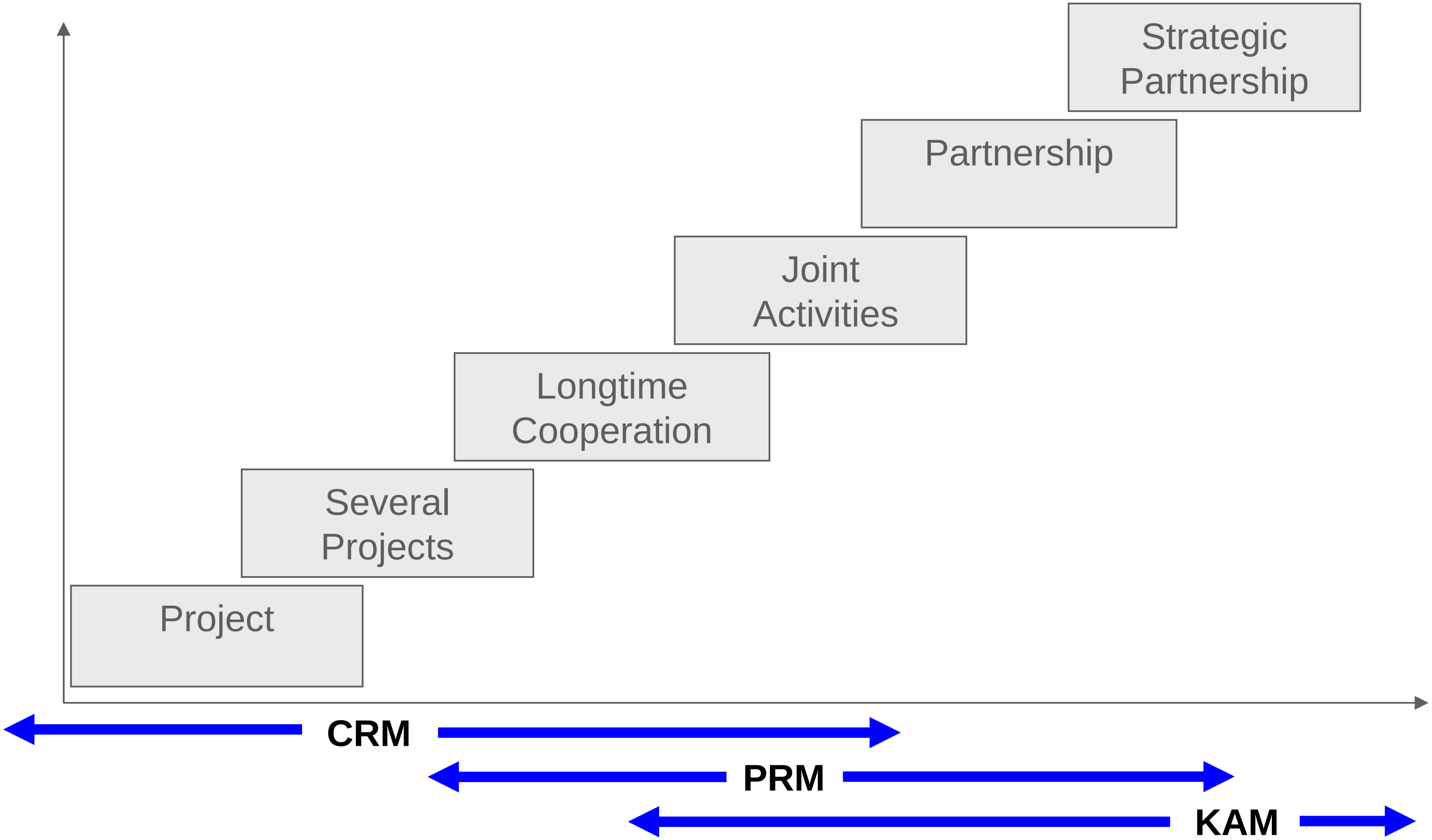
Longtime Cooperation

Several Projects

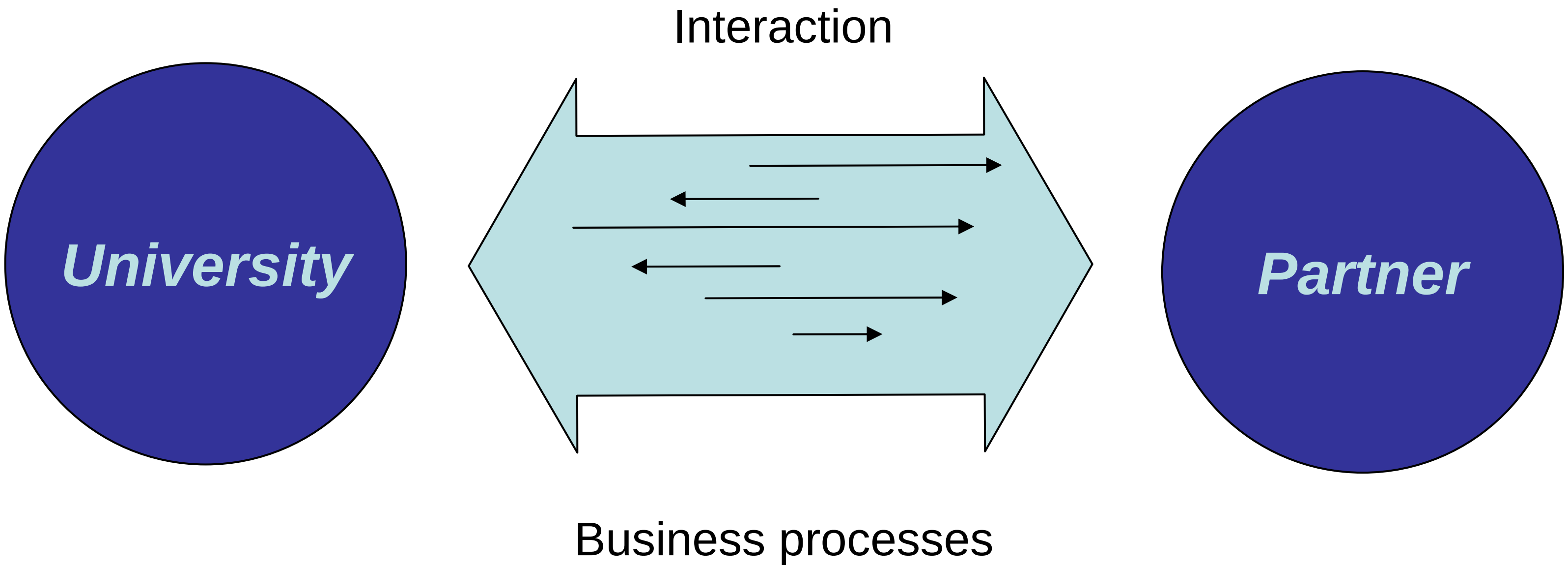
Project

Strategic Meaning

Stairway to strategic partnerships


Strategic Partnership
Partnership
Joint Activities
Longtime Cooperation
Several Projects
Project
CRM
PRM
KAM

1 : 1



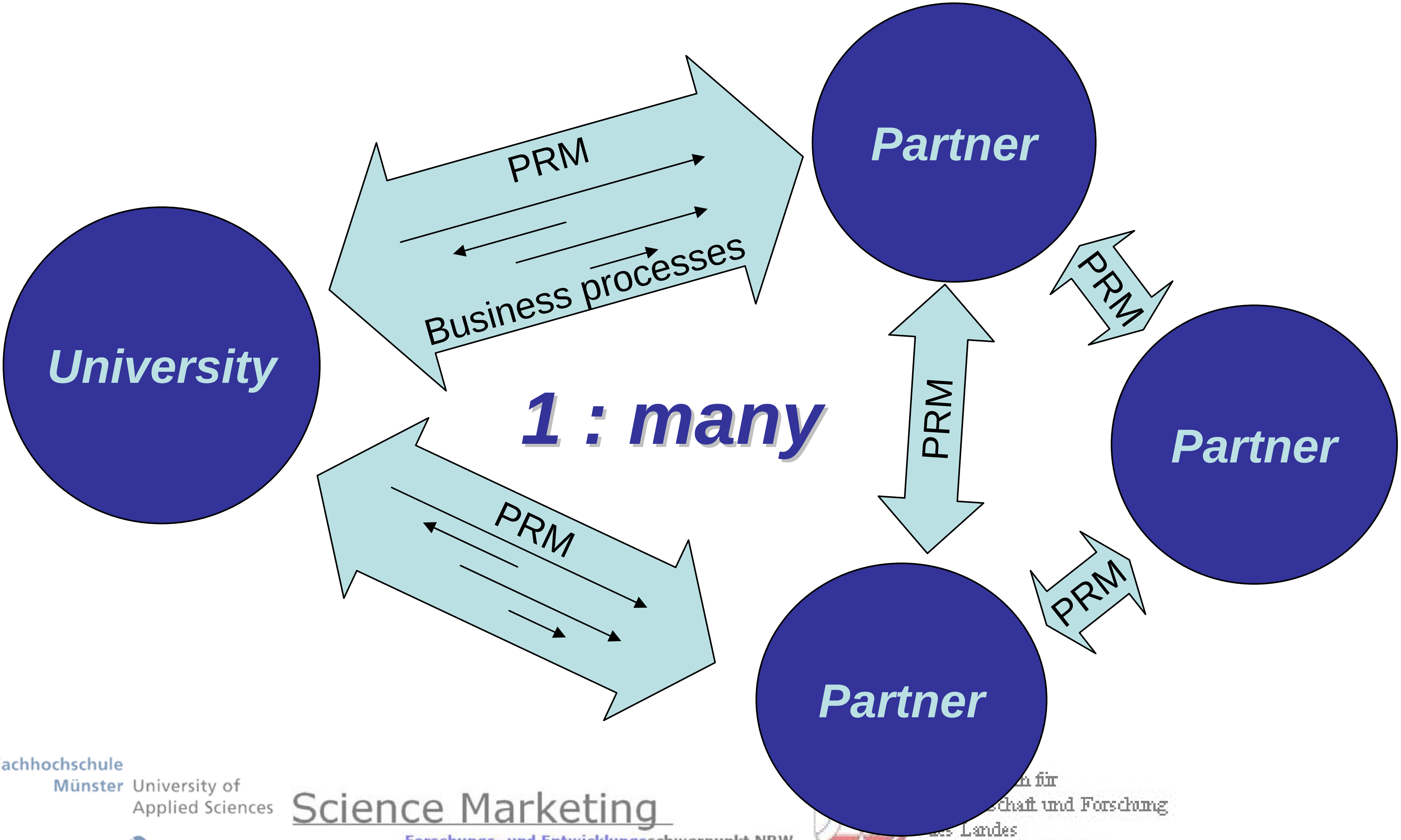
Interaction

University

Partner

Business processes

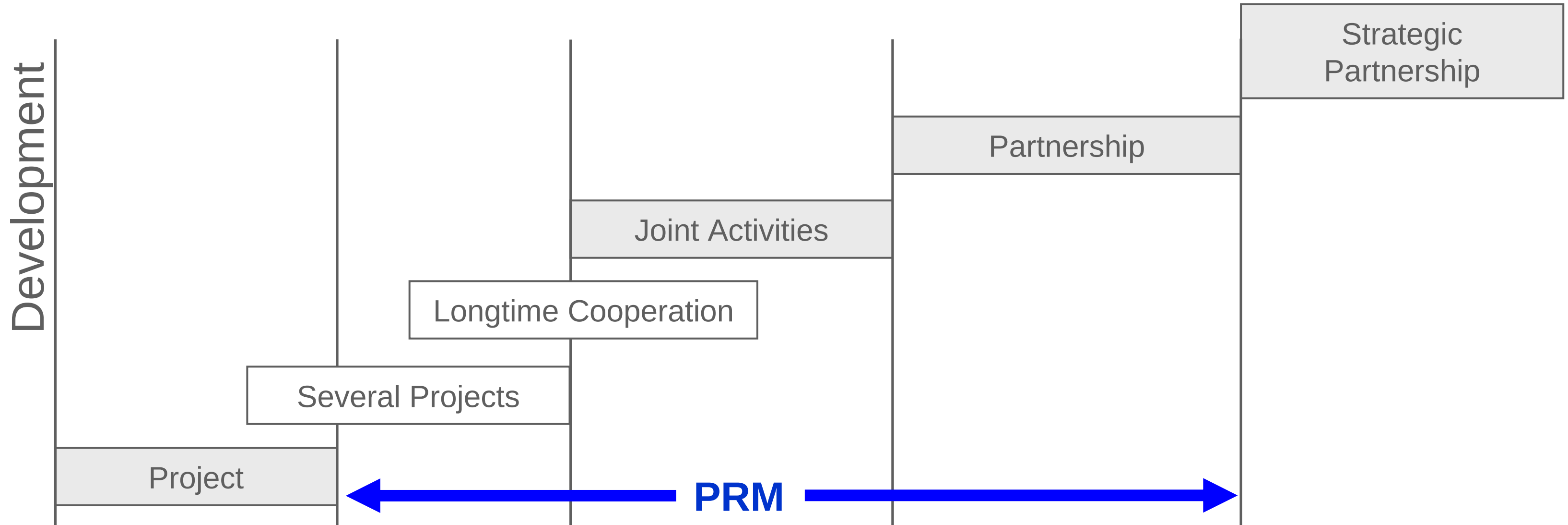
PRM


Partner
University
PRM
Business processes
1 : many
PRM
PRM
Partner
PRM
PRM
Partner

Differences

CRM	*PRM*
One-way (maximize return from end-user)	**Two (or more)-way (maximize retention and potential on partners)**
Revenue and profit oriented	**Benefit oriented for both partners**
Campaigns	**On time communication**
Building customer retention	**Building trust and confidence**

Stages related to PRM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…

Contract
common vision
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CRM and PRM content

CRM/PRM as marketing strategy

- Customer and partner orientated approached to increase profit in products and services
- Value oriented approached to optimize the customer and partner portfolios
- …

CRM/PRM as management approach

- (Re-)Engineering and standardization of processes in Marketing, Partnering and all kind of Services
- Integrated approach to control processes on synchronized channel und validated sales data
- …

CRM/PRM as system in use

- Automation of sales via integrated software systems
- Introduction of applicable standard software systems
- …

Source: Wicht

Typologie des CRM

- (Re-)Engineering and standardization of processes in Marketing, Partnering and all kind of Services

  - Agreed standard approach on all activities
  - System based control on all activities

Operational CRM/PRM

- (Re-)Engineering and standardization of processes in Marketing, Partnering and all kind of Services
  - Consolidation and validation of all data referring to customers, partners, products/services and processes, Analyses of Marketing, Sales und Service results
  - Partner value analyses; Partner satisfaction analyses, …

Analytical CRM/PRM

- Control/ standardization of all activities referring to customers and partners

  - Synchronization of the entire interaction and communication to customers and partners
  - Two way communication

Collaborative CRM/PRM

Source: Wicht

Potential benefits of CRM/PRM

		Marketing	Partnering	Key accounting
Analytical	Analyses			
Operational	(Inter)action		•Life communication Server •Instant messaging •Web casts	
	Control			

Source: Wicht

Options actually on evaluation

1. Open source solution (Sugar CRM)
   www.sugarcrm.com/crm/

2. Microsoft CRM (easy integration to MS Office World)

3. On-Demand (www.salesforce.com) Standard system – but integration into an existing organisation (particularly with regard to a University ☺) is challenging and demanding.

The PRM approach …

… is a key for successful

University partnering & business in the future!

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