IMPLEMENTATION OF MICROSOFT SQL SERVER 2005 BUSINESS INTELLIGENCE IN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) APPLICATIONS PT. Club 21 RETAIL

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ABSTRACT:
Era of information (Information Age) these days has a lot to change the business landscape in all areas. Today's business competition lies not in competition of goods and services, but more to the business model. Business model that has a competitive advantage to compete is implement business model of information technology, which is a business model which its business processes conducted electronically or digitally through the Internet. The concept of CRM is to know, learn and explore than what is expected of a customer or consumer of the company. Business Intelligence at PT. Club 21 Retail is a tool for corporate decision-makers, particularly in Customer Relationship Management (CRM) applications, to optimize existing databases, as well as to data obtained from customers.