



30 Years of cobra. Discover our Anniversary Editions!

# cobra<sup>®</sup> CRM Solutions

Successful sales, target-oriented  
marketing and quick service.

**Anytime and anywhere.**

cobra<sup>®</sup>  
computer's brainware

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Companies employing cobra significantly boost the efficiency of their sales. According to recent surveys, revenue can thus be raised by up to 24.2 %.

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# 30 Years of cobra®

30 Years of Visions, Growth and Success.

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Dear Readers,

This year we are looking back with pride at the 30 years of our existence. It proves that it is worth creating visions and promoting them consistently together with customers and partners. Solutions that assist users in their daily work are the result; applications that promote initiative and motivation and, by efficient processes, strengthen cooperation within the team.

Since 1985 cobra has been developing and selling software solutions for enterprises of any size and industry. Due to our longlasting experience as CRM specialist, consulting and professional monitoring of CRM projects at the customers' sites are also among our core competencies. Since our solutions are easily scalable, implementation time is extremely short and Return on Investment therefore very quick.

Besides our headquarter in Constance at the Lake of Constance, Germany, today we offer comprehensive consulting together with about 280 authorized partners in Germany, Austria and Switzerland.

On the following pages we would like to present our highly efficient 2015 CRM Anniversary Editions. Have a look – and let yourself be impressed by the best cobra of all times!

Best regards,



Jürgen Litz  
CEO  
cobra GmbH



# Professionals who are successful with cobra CRM

„In transparent markets with comparable products and customers always willing to change, using cobra we stand out amongst our competitors. We focus on the wishes and needs of our customers. In sales and marketing we act target-oriented, we make sure that information spreads throughout the company and, at the same time, we work together without any frictions. As a result, our customers appreciate the excellent quality of our service and will also rely on it in future.

Especially important to me: the Business Intelligence feature whose flexible dashboards offer perfect evaluations to manage and control our entrepreneurial activities.“



... Managers



... Sales People

„When talking to customers, nobody likes being on thin ice. This is why I always rely on the information in cobra. I can see in detail what was arranged with the customer. I always have a current overview of revenues, actions and contracts. And this makes me perfectly prepared for consultations.

My highlight: The sales funnel and my personal sales projects are always available and up to date. I know exactly what has to be done and when.“

„Using cobra, I can provide existing and prospective customers assistance quickly and flexibly, since all the details, even from other departments, are always immediately available. And if it becomes more complex, the cobra ticket system assists us with automated workflows. That makes us reliable and flexible, always.

And what simplifies matters greatly: in cobra I can focus on the service cases not settled yet. I see only what I need right now for the service task at hand. No more, no less.“



... Service People



... Marketing People

„Using cobra, marketing actions are no trouble at all. I can select the exact target group in no time at all and then use cobra features for personalized emails, great HTML newsletters and serial mails, keeping postage costs as low as possible.

Important to me: Detailed feedback on the shipping history of serial emails. Just great!“

# Anytime and anywhere

Native apps for smartphones and tablets for Apple iOS, Windows or Android have already been included in the scope of supply of the 2015 cobra CRM solutions. Just use your cobra on one or more mobile devices of your choice. No matter where. No matter when.



## cobra Mobile CRM

Entering data and reports, retrieving information, viewing sales projects, forwarding tasks, coordinating appointments – the mobile cobra applications guarantee maximum service and high flexibility.

# Integrating information details throughout the company

Kaiserstühler AG	Mustergasse 12	12784 Musterstadt
Veilchen AG	Veilchenweg 99	17884 Musterdorf
<b>Mustermann AG</b>	<b>Musterstraße 12</b>	<b>12783 Musterstadt</b>
<b>Mustermann AG</b> Mr. Willi Wilbert CEO Musterstraße 12 78467 Musterstadt	Telefon: 07531 8101-0 Telefax: 07531 8101-22 E-Mail: w.wilbert@mustermann.de www.mustermann.de	  
<b>VIP</b>	Dear Mr. Wilbert,	...

## Centrally held address and contact data

In cobra, you have one data pool only. Centrally held, well structured – for customers, prospective customers, suppliers and partners; for non-corporate customers or company structures. Due to numerous wizards and selection lists you can enter details quickly and without errors. You will find what you are looking for – using extensive querying and researching functions accessing the entire content.



## Communicating via any media

Just click on your data record and begin communicating via telephone, email or letter, using templates in your own design. Just as easily you can print lists, labels or index cards. It's so easy it will save you time for the essentials.

You can link messages to other cobra users with the related entry and send them direct in cobra. All in one system only! That will save you time and many explanations.

Type	Date	Person	Notes	Document
	01.11.14	Tom	Follow-up-call	
	23.10.14	Max	offer	
	20.09.14	Lena	Newsletter	
	01.09.14	Erika	complaint	

## Complete customer history

Telephone calls, letters, discussions, emails and faxes – you can find the entire customer history in cobra. Even documents as well as incoming and outgoing emails sent via Outlook will be filed right with the address they belong to, including attachments. You are provided with the maximum of information, your basis for a successful meeting with your customer.





### Managing appointments, tasks and resources in your team

Using cobra, you can organize your own appointments or those for teams, groups or the entire company. You set tasks and manage resources such as beamers, conference rooms or company cars. Especially convenient: Any appointment can be linked to an address as well as contact data or any other data record. Cooperation with Outlook also works smoothly.

### Space for detailed information: Contracts, equipment lists, car pools and more

The more you know about your customers the better. For example, a car dealer might keep records of his customers' car pools, an insurance company of the contracts, human resources of the trainings the employees went to, or a travel agency of the trips a customer booked. And of course: with all the details, documents and photos required. And all of that in cobra! You have many options. We will realize your individual wishes together with you.



### Flexibility and Safety

cobra offers great flexibility when it comes to defining and structuring fields and contents. This will result in a user-oriented interface and every user will thus view exactly those data he needs for his every-day work. Detailed reading and writing permissions for users lead to trust and safety when used throughout the company.

# Top-selling Sales Department

## Well-structured lead management – efficient sales process

Using cobra, you process your leads target-oriented. You upgrade your details, further develop prospective customers and delegate them to the sales teams responsible. Modeling the sales process with sales phases and the tasks associated with them will enable your employees to target resources and activities and thus close projects sooner.

## Measuring Performance Clearly

cobra will easily show evaluations according to employees, areas, contacts or products. Focusing on details of individual sales phases will also assist you in optimizing your entire sales process and, at the same time, enable you to draw up an informative forecast.

## Making use of Geographical Data

Not only in marketing, but in sales also will geographic data support your well-founded plans and optimization of resources. All the customers or just a selection – use cobra Geodata to show addresses on the map. You can select them within the vicinity of any location you choose and you can plan perfect routes for your sales force.

## Up-to-date Sales Data

Connecting your ERP system to cobra will make the sales volumes of your customers visible in cobra. Many standardized interfaces enable evaluations and selections at a click and thus simplify cross- and upselling.

## More Success – Same Effort

Using cobra you will increase the efficiency of your sales! Supported by the software you will identify customers and prospective customers with high potential and thus deploy your sales resources in a targeted manner.

Forecast **Cross-Selling**  
Complaint Management **Technicians**  
**Appointments** Sales Force  
Complaints **Equipment Lists**  
Customer Loyalty  
High Potentials Lead Management

Tickets **Maintenance**  
Support **Service Cases**  
**History** Rapport **Account Managers**



## Inspiring Customer Service

### **More Background – more Service**

Knowing who is calling right when the phone rings, what was recently discussed or what the processing state of an order, a support case or a complaint is – that's how you can really impress your customers and prospective customers. To do so, cobra will immediately supply you with all the details required – in the sales department as well as in the sales force.

### **Ticket System – automated and Transparent**

One glance at cobra – and immediately you know all about the current status of error messages, complaints, objections or support requests, and the person responsible, also. Working hours, performances and reports are also entered directly in cobra. A ticket system that transfers every request, together with a transaction number, to the service workflow for the team further simplifies handling customers and controls the automated sending of emails to the customers.

### **Product Catalog, Knowledge Base & FAQs**

Using cobra, you can create your individual, inhouse informational system. You can thus ensure that details about customers, actions or events are always within reach, even if they are not customer-related.

# Marketing – Personal and Direct

## Correct Information, Exact Date, Matching Recipient

You can improve the success of your actions by defining your target group precisely. From the size of the enterprise to customer group and region, the purchases done to date, information requested up to personal characteristics of the contact person – the more precise you select your addressees, the more precise you can approach your recipients. cobra will assist you perfectly throughout the process: You can do your selection right away and without any programming skills.

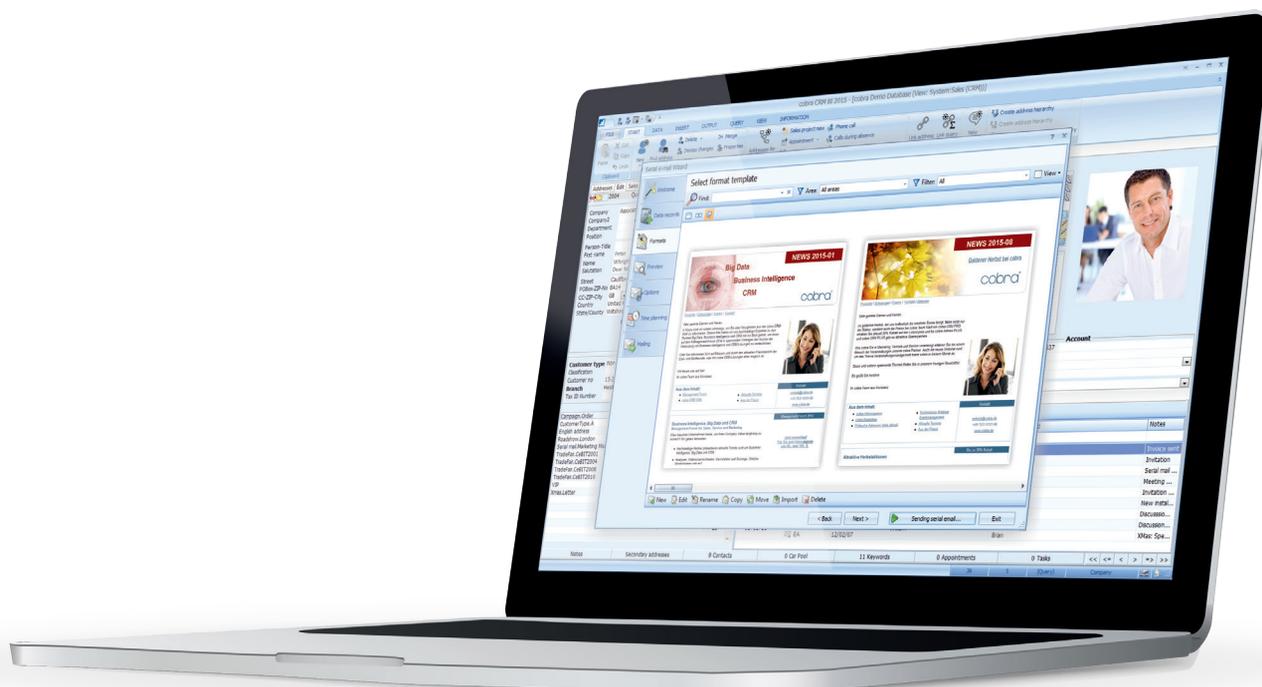
## Print Mailing or Email Marketing – just as you like

Smart wizards for creating serial mails and emails, many templates and seamless connection to Microsoft Office will assist you in your professional direct marketing. Personalized, printed or optimized and sent via email - all can be done with a few clicks. Warning messages and lock flags for email, letter or telephone contacts will make sure that you are safe regarding legal traps.

## Events – perfectly organized, perfectly smooth!

Planning and organizing, inviting and managing the guests, planning resources, evaluating and reviewing - even if you are handling several events simultaneously cobra will help you to keep track of things and assist you perfectly, step by step. Depending on the target group and event, you can optionally use additional features such as web login, printing barcodes, feedback forms and many more.

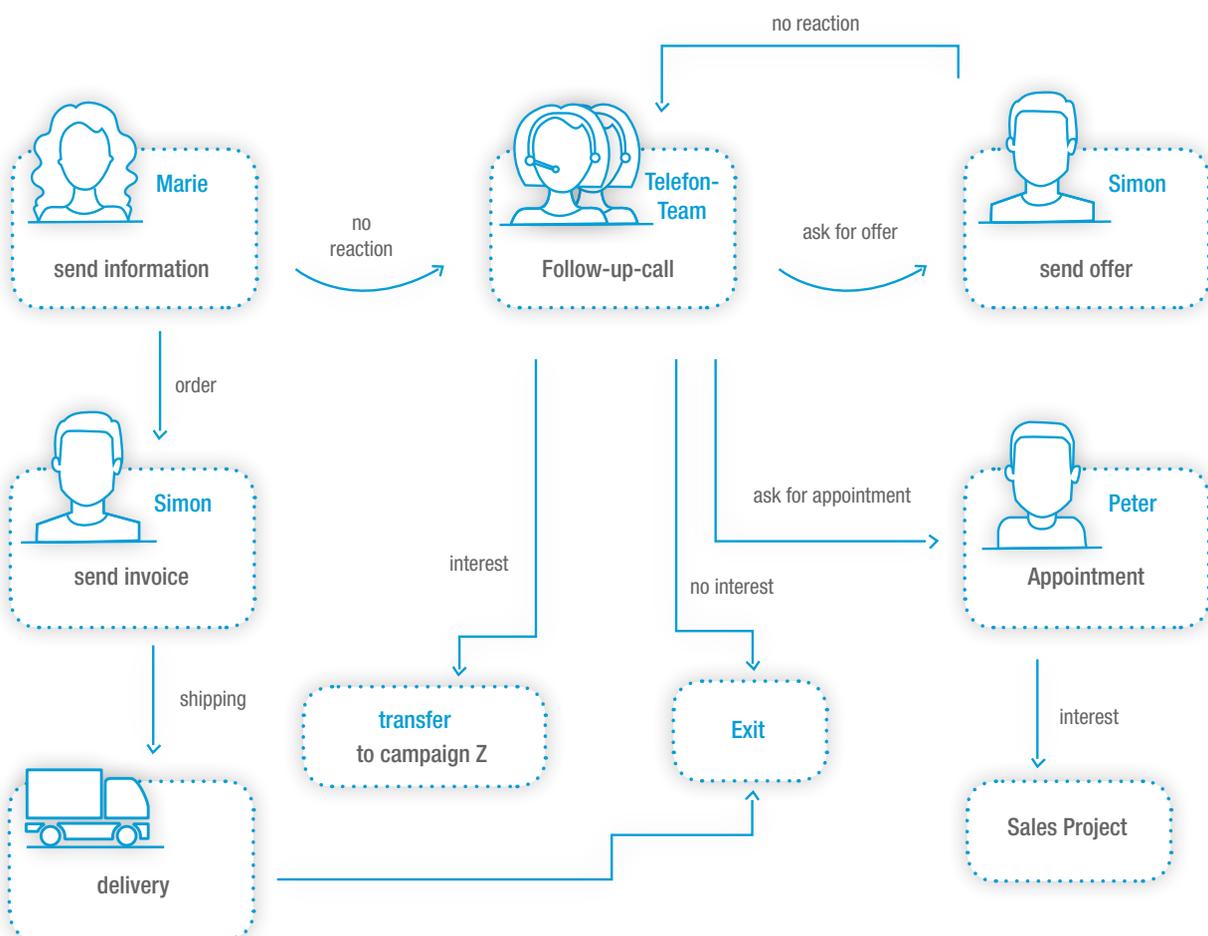
Measuring Performance Events  
Email Marketing Planning Actions Sales  
Press Relations Selecting Customers Budget  
Lead Management Classifying Customers Mailing  
History Newsletter Intensity of Contacts



# Controlling Processes. Delegating Tasks. Saving Resources. Boosting Efficiency.

## Workflows: for Actions, Departments or Throughout the Company

Workflows will assist employees in the entire company to handle tasks standardized and consistently. In cobra you define the individual steps of a process accurately. You assign tasks to specific teams or individuals and automatize the procedures that come with them. Thus you always stay on top of events, since evaluations and analyses about success and status of a campaign can always be retrieved. At the same time, every member of the staff knows what they have to do and when.





## Evaluating, Managing and Controlling

### Identifying and Employing Data and Customer Structures

Using cobra, you can filter and analyze your entire data pool quickly and easily, without any specific software skills. You can test and improve the quality of your data. For example, you can evaluate groups of customers, age structure or geographic distribution of your customers and use this information for strategic and operative planning. One mouse click only – and you can issue your reports, as graphics or as tables. You can easily and quickly create statistics on any data.

### Every Step is Transparent: Sales Process, Lead Management, Marketing Actions and more.

Be it in sales, service, marketing or backoffice – in cobra you measure not only the success of your activities, but also examine the individual steps of your processes and actions. Opportunities, potentials and weak points become visible. You plan and control tightly focused. You boost efficiency and control.

Products Training Forecasts Control

Service Customer Structure Sales

Managing **Planning** Statistics

**Purchasing** Big Data **Costs** Marketing

# cobra CRM BI: CRM including Business Intelligence.

## Extracting the Essence from Complex Data

cobra CRM BI, the high performance cobra CRM Solution, will maximize your analyzing options. You can expand your evaluations to include external data. Supported by BI- and Big Data experts, you augment data, identify correlations and behavioral patterns and integrate customer scorings.

## Dashboards to Quickly Analyze Huge Amounts of Data

In cobra CRM BI, dashboards visualize evaluations. Every click in an area of the diagram leads to a deeper evaluation level. Intuitively you can expand or reduce the view of your monitoring by drilling down to the areas, products, teams or issues you want to see.

## Planning, Deciding and Implementing Direct in cobra

The professional analysis of data and figures will support you in your well-founded planning, developing of strategies and creating concepts in all areas of the value chain. Highlight here is the seamless transition from analyzing and planning to the implementation phase in your cobra CRM system.



# cobra CRM Solutions at a Glance

- .....
- + Business Intelligence Feature
- + Dashboards & Drill-Downs
- + Integrating external data

cobra<sup>®</sup>  
**CRM BI**

- .....
- + Professional cleansing of duplicates
- + Automatic transaction management and ticket system
- + Efficiency Module
- + Internal Messaging System
- + Modification Log
- + Extended Workflow- and Information Management

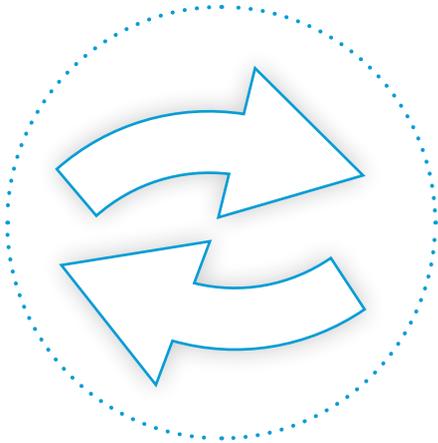
cobra<sup>®</sup>  
**CRM PRO**

- .....
- Professional address and contact management
  - Office communication and office management systems
- Direct- and Email-Marketing
  - Corporate Appointment Management
  - Analyses & Reports
- Basic workflow and information management
  - Managing sales processes
- Mobile applications for smartphones and tablets using the iOS, Android and Windows operating systems

cobra<sup>®</sup>  
**CRM PLUS**

### Enhancing, Expanding and Implementing

cobra offers solutions that fit for enterprises of any size and industry and proves that professional CRM can be ready for operation in only a few weeks. The cobra project team or your on-site authorized cobra partner will take over consultancy and tailor the software to your specific needs. If required, that also includes interfaces to existing software solutions or extending the software by special features.



# References



DAIMLER

ERGO Direkt



K·N·O·VA



SANPACK

syngenta



We make it visible.

For further references see [www.cobra.de](http://www.cobra.de)

# Contact

## Further Information

You want to know more about cobra?  
Contact us! We would love to advise you.

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email: [info@cobra.de](mailto:info@cobra.de)

## Live Presentation

Besides individual presentations on site or via online demo, we regularly offer webinars dealing with varying important topics.

Just register free of charge at  
[www.cobra.de/Webinare](http://www.cobra.de/Webinare)

