



## White Paper - CRM: The Essential Guide

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Learn the five principles of CRM success from companies that have achieved impressive results in this insightful, practical guide to planning a winning CRM initiative.

This guide distills insights from Pivotal customers and prospects, industry analysts, and journalists down to five key principles for CRM success. These five principles can be used to help select the right solution, and ultimately, to deliver CRM success. The guide features real-world lessons in CRM from leading companies such as Allianz Dresdner Asset Management, Centex Homes, Centra Software, Sharp Electronics, and Syngenta.

Geographic Eligibility: USA, Canada

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