



KMS Customer Fact Sheet



Muse Developments



Muse Developments is one of the country's leading names in commercial development and urban regeneration. They deliver complex mixed-use schemes - with the accent on quality and sustainability - and create vibrant new places within our towns and cities. Founded on the extensive experience of their management and delivery teams, and backed by the financial strength of their shareholders, they are driven by a desire to bring a fresh and innovative approach to property development.

They were established as AMEC Developments around a quarter of a century ago, and their past is rich in achievement and commercial success. Now, as part of the Morgan Sindall Group, they have secure business in place and a development pipeline unfolding to underscore a successful and exciting future...

Implementing CRM

Muse Development approached KMS asking for "something simple". They were after a solution which could be implemented quickly, have the ability to grow and provide a platform to share information and knowledge throughout their business.

KMS supplied Project-CRM 4.0, based upon Microsoft Dynamics CRM 4.0 into Muse in 4th Qtr 2008

Setup initially was geared around the Company, Contact and Project information, with most users accessing this information via the Outlook client. Users were especially pleased with using this approach as it caused minimal disruption to them and provided a familiar working environment, and thus they were able to start to use the solution pretty much straight away.

Initially setup with 6 users this is expected to grow as they start to add functionality and bring CRM further into their business.

Implementing a CRM does not have to be a big bang, with a huge upfront learning curve – it can be done gently, thereby maximising user adoption

About Project-CRM 4.0

A comprehensive CRM solution geared towards project-driven organisations, as well as organisations focusing on customers and customer service.

Building on 15 years CRM experience in Project-focused markets, KMS have produced Project-CRM. Building on the strength and versatility of Microsoft Dynamics™ CRM, along with the power and security of .NET architecture, KMS have developed an innovative Project element to create a new breed of CRM solution.

Project-CRM is an enterprise-wide solution catering for differing needs of users. Choosing between either the familiar Outlook interface or a simple but comprehensive zero-weight Web client, even hand held or mobile users now have access to their centralised data.

Use Project-CRM to send and manage email, store business contacts and manage appointments, update

project information and keep track of your sales pipeline, all without swapping applications.

About KMS

KMS have been producing CRM solutions for over 15 years dedicated to the construction sector. They marry the needs of the sales and business development department, with the capabilities required for customer services and marketing departments, as well as provide access and pipeline information for the estimators. In short, KMS provide CRM and Project tracking solutions.