CUSTOMER RELATIONSHIP MANAGEMENT (CRM) 
MARKETING AUTOMATION AND CUSTOMER 
SUPPORT ENGINEERING USING SERVICE ORIENTED 
ARCHITECTURE (SOA) METHOD

Name : Eka Mustofa  
NRP : 5108 100 515  
Major : Informatics Engineering, IT Department – ITS  
Advisor II : Rizky Januar Akbar, S.Kom

Abstract

Customer Relationship Management (CRM) is one of the ways to maintain continuous relationship between a company and its customers. By using CRM, the companies will be able to find out their customers’ needs and wants so that emotionally they can be involved with each other.

In this final project will be built CRM applications using Service Oriented Architecture (SOA) by utilizing Web Service technology and designing applications using Service Oriented Architecture Design (SOAD) on the Enterprise Architecture to create alignment between business and information technology for business needs.