TietoEnator delivers a browser-based customer management system to Samlink

TietoEnator implements a customer management system running in Internet browser to Oy Samlink Ab. The new system is the first CRM (Customer Relationship Management) system built on EJB (Enterprise JavaBeans) technology in Finland. In practice this means that after the system is implemented, almost all customer relationship data of Samlink's customer banks will be handled with the above-mentioned system in browser environment.

System implementation is divided into several phases. The first phase includes customer contact management and segmenting of customer data. In the future the system will also include operations for customer data analysis.

Samlink's customer banks have already started to use the customer management system. At the beginning of next year it can be used in all savings banks and local co-operative banks as well.

Latest Internet technology has been used in the implementation of the system. The technical architecture is based on EJB (Enterprise JavaBeans), JSP (JavaServer Pages) and servlet technologies.

In the financial sector TietoEnator has over 1500 experts and the service strategy is based on a long-term partnership with customers. An important part of the service is developing solutions based on new technologies and integrating them to the existing system environments. TietoEnator's new digital business service concept **Future finance** combines traditional and new business. Combining the existing systems to the new e-finance solutions is essential in finding new products and marketing potential.

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