

## DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

### TECHNICAL TALK ON CLOUD COMPUTING



Sri Shridevi Charitable Trust (R.)  
**SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY**

(Recognised by Govt. of Karnataka, Affiliated to VTU, Belagavi and Approved by AICTE, New Delhi)

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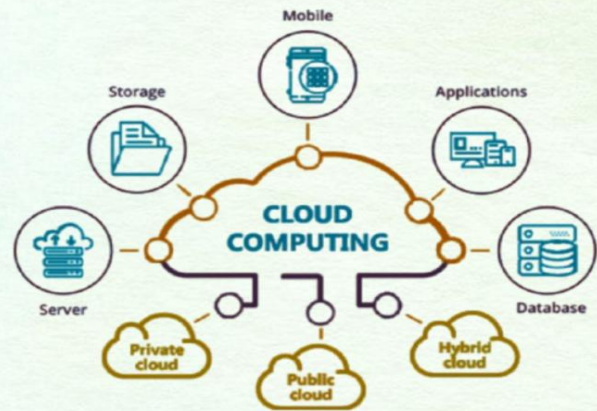
## Department of Computer Science and Engineering

### Technical Talk on Cloud Computing - CRM

Resource Person

**Mr. Karthik S**

Senior QA Analyst (Squad Lead)  
IQVIA



4<sup>th</sup> October 2024 @ 11.00 AM

Best Wishes from: Management, Principal, HOD'S & Staff

Academic Year	2023-24	Targeted Audience from	SIET CSE 3 <sup>rd</sup> sem
Name of the Event	Technical Talk	Number of Participants	100+
Date of Conduction	04 <sup>th</sup> OCTOBER 2024	Time	11-00AM to1-00PM
Venue	SIET Auditorium	Resource	Mr. Karthik S Senior QA Analyst (squad Lead) IQVIA

## About the Talk

Customer Relationship Management (CRM) in cloud computing represents a transformative approach to managing customer interactions and data. This integration leverages cloud technology to enhance the efficiency, accessibility, and scalability of CRM solutions. Cloud-based CRMs enable businesses to centralize customer information, facilitating real-time collaboration among teams and improving customer service. By removing the constraints of traditional on-premises systems, organizations can access their CRM applications from anywhere, fostering remote work and agile responses to market demands. Additionally, the cloud offers advanced analytics and integration capabilities, allowing companies to derive valuable insights from customer data and streamline processes. This abstract explores the benefits, challenges, and future trends of cloud-based CRM systems, emphasizing their critical role in driving customer engagement and business growth in an increasingly digital landscape.

## Objectives

Build stronger relationships by understanding customer needs and providing tailored experiences and create long-term value for both the organization and its customers, driving sustainable growth and competitive advantage.

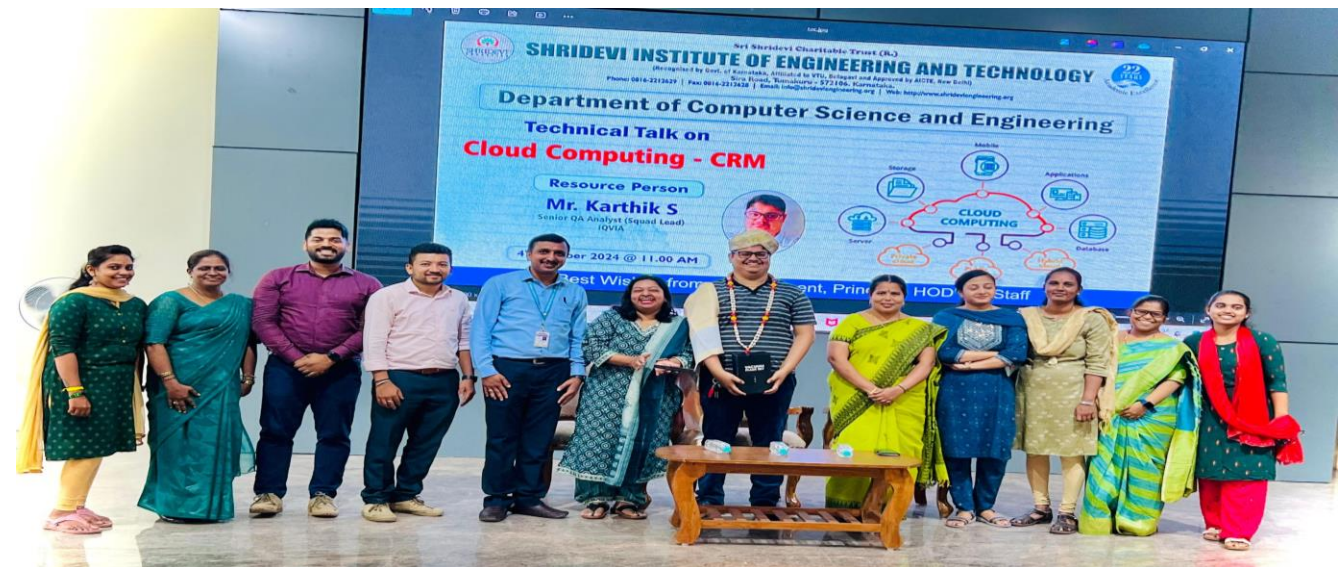
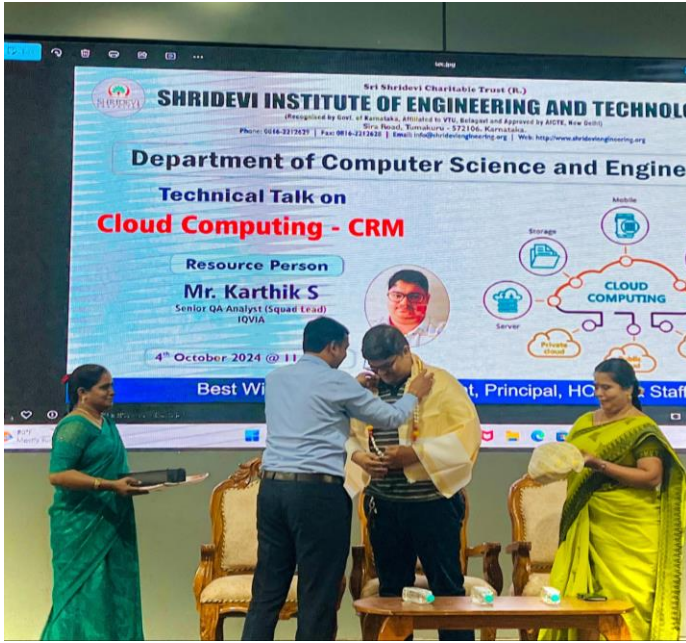
## Outcome

This course is designed to prepare students to the federal job market for postings require knowledge of “Cloud Computing \_CRM”. At the conclusion of this course, the audience, students, and the future developers who are involved in technological transformation will be able to:

- **Practical Skills Development:** Students gain hands-on experience with CRM tools, enhancing their technical skills and making them more job-ready.
- **Understanding Customer Dynamics:** Learning CRM provides insights into customer behavior and relationship management, crucial for any business-related field.
- **Improved Analytical Skills:** Students learn to analyze customer data, enabling them to make data-driven decisions and strategies.
- **Marketing and Sales Insights:** Knowledge of CRM helps students understand effective marketing strategies, customer segmentation, and sales processes.
- **Real-World Application:** CRM principles can be applied in internships and projects, bridging the gap between theory and practice.
- **Collaboration Skills:** Working with CRM tools often involves teamwork, fostering collaboration and communication skills.
- **Problem-Solving Abilities:** Students learn to address customer issues and challenges, enhancing their critical thinking and problem-solving skills



# Glimpse of course conduction areas follows...







**Dr. Basavesha D**  
**HOD, CSE**