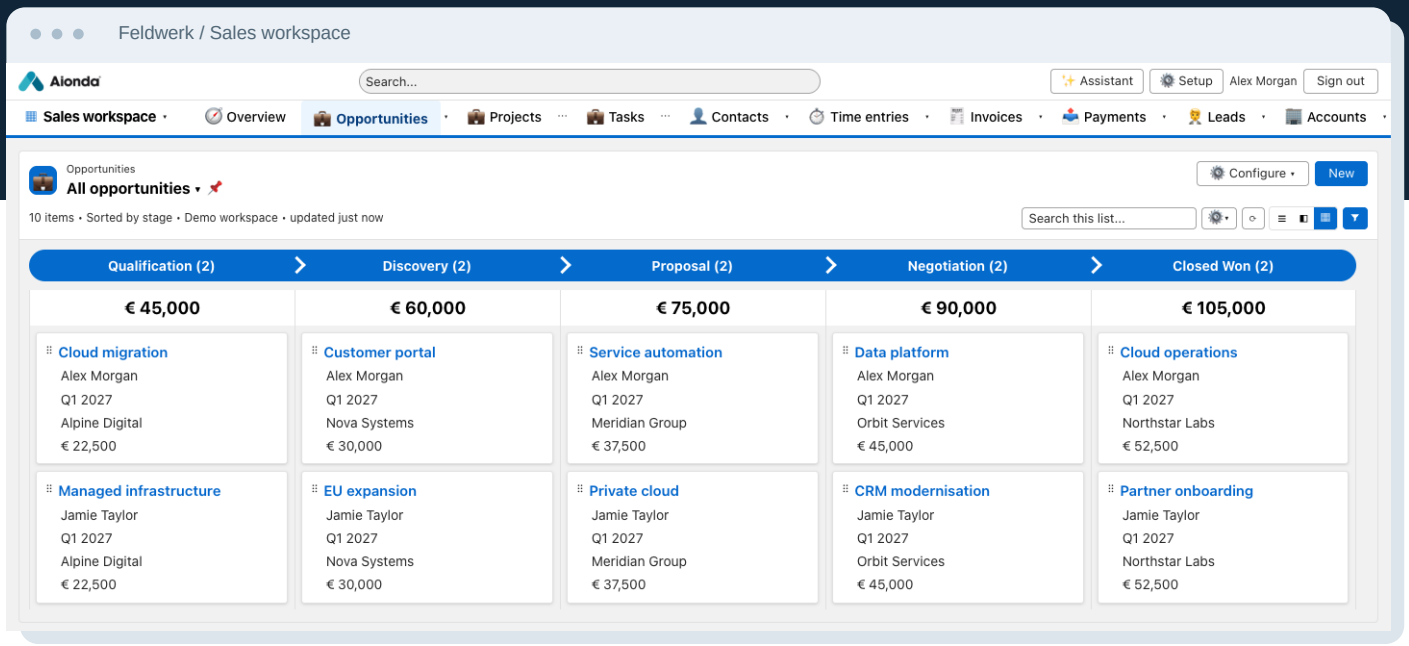
FOR CLOUD & MANAGED SERVICE PROVIDERS

Connect your customer pipeline to the services you deliver.

Your customer relationship continues after the deal closes.
Make your CRM part of the full service lifecycle.



Product view adapted with English labels and illustrative demo data.

A CRM alternative built around your operations.

Feldwerk is a configurable business platform for teams assessing a CRM replacement. Model the relationships between customers, opportunities, contracts and services - then shape workflows around them.

Keep context connected

Link the sales opportunity to the customer and the work that follows.

Make handovers explicit

Use guided steps and automation to structure the next action.

Adapt as you grow

Extend objects, fields and workflows as your service offering changes.

ONE CUSTOMER RELATIONSHIP. FOUR CONNECTED STAGES.

From opportunity to renewal.

A proposed workflow for a cloud provider. Configure the objects and rules to match your operating model, then connect the systems that deliver the service.

01

Opportunity

Understand the commercial opportunity.

Link the account, contacts, proposed services and expected value. Use Kanban stages to make ownership and progress visible.

OUTCOME / A clear sales handover

02

Contract

Carry the agreement into delivery.

Connect the contract to the customer and opportunity. Keep documents, dates and responsibilities in the same business context.

OUTCOME / Terms and context stay together

03

Service

Track the customer-facing service lifecycle.

Configure service records linked to the contract. Use flows for onboarding steps and APIs or plugins to connect existing operational tools.

OUTCOME / A traceable path from sale to service

04

Renewal

Turn contract dates into planned action.

Configure scheduled flows for renewal preparation, follow-up tasks or email. Use filtered views and reports to review upcoming dates.

OUTCOME / Renewal work becomes visible

CONFIGURE THE BUSINESS LAYER. CONNECT THE DELIVERY LAYER.

Custom objects, flows, reports and access controls provide the foundation. Cloud provisioning and billing connections are scoped and validated for your environment.

A PRACTICAL PATH TO YOUR NEXT CRM

Start with one real process.

Use your current workflow as the benchmark. Establish what Feldwerk should replace, what it should connect to and what needs to be proven before a wider rollout.

01 Show us how you work

Walk through one customer journey, from opportunity to service or renewal. Identify the records, handovers and integrations your team depends on.

02 Validate the fit in a focused pilot

Configure a representative workflow and test it with a sample dataset. Review permissions, reporting, usability and integration requirements with your users.

03 Plan the migration on evidence

Review field mappings, relationships, documents and automations. Agree acceptance criteria, data reconciliation, cutover and rollback before moving live operations.

AFTER THE CRM FIT IS PROVEN

Explore a second conversation: deploying Feldwerk on your European cloud infrastructure, then assessing a joint offering for additional customers. Hosting, operations and commercial terms would be agreed together.

Book a focused product walkthrough.

Bring one sales-to-service workflow. Together, define a useful pilot and the questions a migration assessment needs to answer.

Talk to your Feldwerk partner or contact Aionda.

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