

(28%), (23.3%), , (6.7%)가
 가
 가가
 가
 :

- [1] , 『 , 2001. 1. 18.
- [2] , 『 , 2001. 1.
- [3] , 『 KISDI IT FOCUS』, , 2000. 10.
- [4] Jupiter Communications, Consumer Internet Economy, New York, Jupiter Communications, 1998.

· CRM

(T. 570 - 4334, jhsong@kisdi.re.kr)

CRM(Customer Relationship Management)

1 . CRM
 1999 CRM 33
 6% . 1999 71.0%

11.6%

< ▷ CRM

(:)

	1997	1998	1999	(1999,%)	1999
Sales Automation	555	869	1,341	2.5	54.4
Marketing Automation	200	321	614	1.1	91.4
Customer Support and Call Center	496	721	1,313	2.4	82.0
CRM	1,251	1,911	3,267	6.0	71.0
	40,275	46,489	50,736	94.0	9.2
	41,526	48,400	54,003	100.0	11.6

: IDC(2000)

CRM

가 가 , CRM
 , ERM ERP
 가 Back-office SCM CRM
 가, ASP 가, , , PDA,
 . eMarketing one-to-one
 , OLAP
 CRM Sales Automation, Marketing Automation, Customer Support and Call Center , Marketing Automation 가
 , Sales Automation 가 . ,
 가
 CRM 40% 5 , Siebel社
 18.4% , 6.7%, People Soft Clarify 5%, Trilogy Development Group 4% . Siebel CRM
 CRM , CRM

CRM 30% 2004 120
71% 가 ,
/ .

< 2> CRM (1999~2004) (:)

	1999	2000	2001	2002	2003	2004	1999 (%)	1999~2004 CAGR(%)
	2,310.5	3,220.5	4,342.1	5,590.6	6,799.8	7,768.7	70.7	27.4
	700.5	1,014.6	1,439.4	1,969.4	2,557.3	3,257.0	21.4	36.0
/	164.9	243.8	345.6	471.6	597.7	690.5	5.0	33.2
	91.4	124.0	172.3	231.0	290.3	351.4	2.8	30.9
	3,267.3	4,602.9	6,299.4	8,262.6	10,245.1	12,067.6	100.0	29.9

: IDC(2000)

2. CRM 1)

CRM 1999 160 , 2000 199 ,
5 26% 2004 514

CRM 가 CRM 가
CRM CRM 가

< 3> CRM (1999~2004) (:)

	1999	2000	2001	2002	2003	2004	1999~2004 CAGR(%)
	15,578.3	19,900.3	25,148.4	31,629.9	40,509.1	51,412.2	27.0

: Dataquest(2000. 12. 28)

1) CRM

, , , IT management service .

CRM , CRM
 , .

< 4> CRM (2000)

	2000 (%)
	32.2
	16.5
	13.5
	11.9
	8.4
	5.5

: Dataquest(2000. 12. 28)

3.

1998 CRM
 . CRM
 50 가 ,
 가 .
 CRM 2000 5 가 ,
 CRM 2 2)
 3) CRM , eCRM
 , 2 3
 CRM 50% .
 :

[1] “CRM ” , 2000. 12.

2) (2000. 12)

3) Knowledge Research Group , CRM 2000
 1 5 , 80~100% 2 5 ~3 가

