



Dear Colleagues,

The pace of change in the construction industry is faster than ever. At our company, we closely monitor trends affecting our business and now, in our constant pursuit of excellence, we are **enabling our Sales Teams with the latest digital technologies**, in order to improve how we interact and do business with our customers.

Starting on the 2nd semester of 2017, CEMEX will commence the **global implementation of Microsoft Dynamics**, the market's top ranked tool for CRM (Customer Relationship Management) activities.

CEMEX's vision is to create a Superior Customer Experience, Everywhere and Every Time, and this initiative is an essential part of it.

### **What will change?**

In order to deliver a global sales and quoting process, the following applications will be replaced by Microsoft Dynamics:

- SAP CRM: Current standard tool used to track leads and sales opportunities
- Easy Quote: Current in-house developed quotation tool
- Other non-standard tools for sales and quoting activities across the globe

Microsoft Dynamics is a complete CRM suite which provides modules for Sales Opportunity Management, Quoting and Service (Complaint or Case Management), which are considered in this project's first deployment phase.

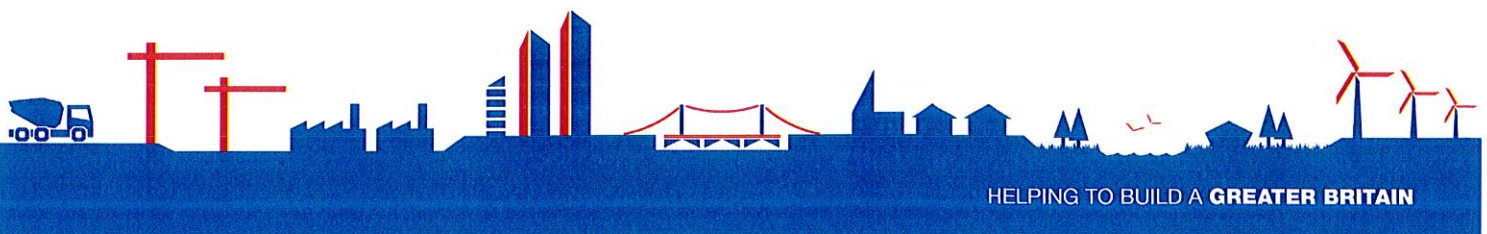
### **How will it be implemented?**

Proper communication and training efforts will be performed across all participating countries.

### **When will it begin?**

The first release of this new tool will be deployed on July 2017, to be tested firstly in Mexico (Monterrey-Builders Segment) and USA (Houston-all BUs). The rest of the rollout will be communicated in advance.

**Be aware of all project communications and events scheduled for your team.**



The use of this tool will enable our Sales Teams to have more discipline in the pursuit of sales opportunities, capture the fair value of our products and services, and increase our service levels to our customers. This project is supported by all global networks including Customer Centricity, Ready Mix, Aggregates and Grow the Pie.

I thank you in advance for your support and commitment to this global initiative. Please remember that success will only be achievable through our most valuable asset: YOU.

Sincerely,

Juan Romero

P.S. Please share this message with your commercial teams in your respective countries. Direct any questions or suggestions about the CRM to Luis Miguel Cantu / Ernesto Garza (Customer Centricity Global Network) or Eber Garzon (P&IT).

