

ABSTRACT

As PT Astra International Tbk, has a large scale of business, it also has large scale of customer. The customer came from both internal and external. To manage the relationship between company and customer, PT Astra International Tbk must have strong and accurate data about its customer, how its know the customer, how its keep the customer to stay doing business with the company.

To manage the large resource of enterprise management, some company use ERP system. And for keep the relationship with the customer, they use CRM system. For this case, both ERP and CRM system was handled by SAP application. As SAP(*Systeme, Anwendungen und Produkte in der Datenverarbeitung*) or Application System and Product on Data Processing in English, need high cost to implementation on every branch office, PT Astra International Tbk build new application named Pygmalion Synchronization System(PSS). Pygmalion was name where SAP implementation project held, so PSS is the application to synchronizing the data between branch and SAP.

When the data synchronization was held, there was many thing could cause the error. Or maybe not on synchronization, but when user on branch office doing something wrong on transaction. To manage this data error or human error that cause unrealible data, designed the application to control that data named SynchController. All data from branch that came into head office was check by administrator using this tool to meet the requirement of reliable and accurate data.

Result from technical aspect is the implementation of this application need less and easy configuration both software and hardware and also operational requirement to run this system while implementation involve data administrator.

Result from customer aspect is if the data was reliable and accurate, both customer internal and external will satisfied. So the company business would be run smoothly on the future.

Key Words : Synchronize, Data, CRM.