

## **ABSTRACT**

*PT. Telkom Prima Cipta Certifia (Telkom PCC) is an institution that provides certification, training, and consulting in the field of Information, Communication, Technology, Business & Management (ICTBM). Digitization has been developed in various public sectors as well as in Telkom PCC. However, currently the Telkom PCC MPS unit hasn't fully implemented information technology, there are still obstacles in manually recording data and storing data that will become redundant. Moreover, it has not been integrated with other units, thus allowing for human errors and lack of data accuracy which causes data recording in customer management to be slower. This can also have an impact on the company's image. Therefore, it is necessary to develop an Enterprise Resource Planning (ERP) system that is able to integrate customer management processes with other business processes.*

*The software used in designing this system is Odoo. Odoo is a suite of open source business apps that provides many features and modules. The module used is the Customer Relationship Management (CRM) module, which is one of the most important modules in Odoo that will help manage customer data in the pipeline and quotation process. The method used in this research is Quickstart.*

*This research focuses on designing an ERP system at the Marketing Product and Sales Unit (MPS) of TelkomPCC in customer management. The result of this research is an ERP running system on customer management flow activities from offer to closing then Sales Order (SO). The process will be integrated with the accounting and project modules.*

**Keywords** - ERP, CRM, MPS, Odoo, Quickstart