An important problem for many organizations and enterprises becomes the collection of an enormous amount of data the valuable use of which appears to be very difficult and even impossible to accomplish. It refers to many commercial areas including: retailing, assurance, banking and telecommunication. At the same time the data, collected mainly in electronic form, can be the valuable source of knowledge for use in management and decision support. The typical example is to achieve the necessary knowledge about customers what is normally supposed to be the key factor of enterprise growth. The paper presents a short description of Customer Relationship Management (CRM) systems including those with data analysis capabilities (aCRM). An example of use of data mining technique in market partitioning has been also presented.