Microsoft Dynamics CRM

Power your business productivity

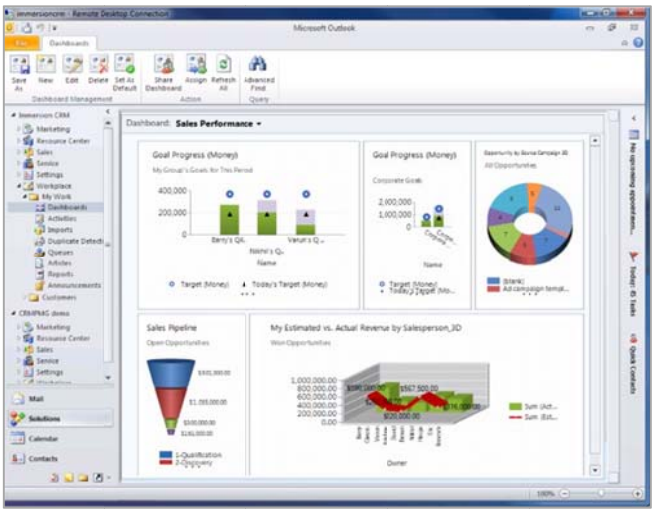
Microsoft Dynamics CRM

Combine familiar Microsoft® Office applications with powerful CRM software to improve marketing effectiveness, boost sales, and enrich customer service interactions. Microsoft Dynamics® CRM equips business professionals with access to customer information through a familiar Microsoft Outlook® experience which helps ensure rapid user adoption and fast results.

And with Microsoft Dynamics CRM Online, you get the same powerful CRM software delivered as a cloud service from Microsoft, enabling instant-on anywhere access, predictable pay as you go pricing, and a financially backed service level agreement (SLA).

Deliver on the power of productivity with a CRM solution that is:

- **Familiar**—software that empowers people through natural, productive, and insightful experiences.
- **Intelligent**—real-time analytics and streamlined business processes that enable informed decisions and operational efficiencies.
- **Connected**—connections across people, processes, and ecosystems that allow businesses to maximize the value of relationships and systems.



Drive productivity and adoption with a native Outlook experience and real-time dashboards in Microsoft Dynamics CRM.

Become a Dynamic Business

Marketing: Maximize Marketing Spend

Improve your organization's marketing effectiveness with Microsoft Dynamics CRM. Provide your marketing professionals with flexible segmentation tools, simplified campaign management capabilities, intuitive response tracking, and insightful analytics to improve your marketing effectiveness.

Sales: Win More Deals

Spend more time on selling and less time on administrative tasks with Microsoft Dynamics CRM. Take advantage of full lead to cash visibility, lead and opportunity tracking, streamlined approvals, and real-time sales forecasts to drive increased sales output and higher close rates.

Customer Service: Delight Customers

Provide compelling customer service experiences that build customer loyalty with Microsoft Dynamics CRM. Empower your people with tools that simplify case management, streamline escalations, improve knowledge sharing, and enable more effective account management, all while helping to contain service costs.

Extended CRM: Optimize All Relationships

Use the inherent flexibility and extensibility of Microsoft Dynamics CRM to maximize the value of all relationships. Quickly create custom business applications and industry solutions without compromising on capabilities, budget, or delivery time right from within Microsoft Dynamics CRM.

"Microsoft Dynamics CRM is easy for new users to grasp because the look and feel of the software is just like Office Outlook. With Microsoft Dynamics CRM, we'll be able to keep up with 20% annual increases in customer inquiry volume without having to increase staff on our Customer Care team."

PATRICK COLBERT
Director of CRM and Loyalty
Hard Rock International

"With Microsoft Dynamics CRM, we increased our sales by 20%, achieved an amazing 95% first call resolution rate and attained a top place in the nationwide customer satisfaction index."

JÓHANN HARALDSSON
Head of Business Support Systems
Vodafone Iceland

"We can focus on our core business, which is helping to create a continuum of care that addresses peripheral artery disease, instead of on managing an IT infrastructure. Online services also help us get up and running faster and deal with rapid growth."

JOHN ROMANS
CEO
BioMedix

FAMILIAR: CRM THAT IS NATURAL AND PERSONAL

Next-Generation Outlook Client: Manage all your email messages, meetings, contacts, and customer information in one place with the native Microsoft Outlook client.

Office-Fluent UI: Improve productivity with preview panes, contextual Office ribbons, and key Office features like mail merge and Microsoft Excel® export/import.

Lead to Cash Visibility. Maximize every customer interaction, from marketing outreach to sales engagement to problem resolution, with a 360-degree customer view.

Advanced Personalization: Use role-based forms, personal views, record pinning, and most recently used lists to tailor the CRM experience to your users' needs.

Flexibility: Quickly customize and extend CRM to meet your organization's unique needs with drag-and-drop customization and intuitive developer tools.

INTELLIGENT: INFORMATION THAT IS INSIGHTFUL AND ACTIONABLE

Contextual Analytics: Visualize the business with out-of-the box or configurable real-time dashboards, drill-down analysis, and powerful inline data visualization.

Guided Processes: Streamline approvals, improve consistency, and enforce best practices with guided dialogs and flexible workflows.

Actionable Insight: Better identify new opportunities and trends with intuitive segmentation tools, conditional formatting rules, and powerful reporting features.

Goal Tracking: Better track and measure key business goals such as marketing leads, sales quota, and first-call resolution rates with holistic goal management.

Operational Efficiency: Achieve operational efficiencies and improve information flow with data import and cleansing tools, activity auditing, and field-level security.

CONNECTED: AN ORGANIZATION THAT IS COLLABORATIVE AND UNITED

Contextual Document Libraries: Manage the creation of marketing collateral, sales proposals, and customer contracts with integrated document management and versioning.

Teaming: Foster greater internal collaboration and improve work state management with team record ownership, comprehensive queues, and real-time communication tools.

Business Connections: Identify new business connections and gauge online influence with the Connections feature and the Social Connector.

Portals: Streamline the event management processes and better enable customer self-help with robust portal solutions.

Mobility: Maximize your staff's productivity outside the office with easy access to CRM data and features using the offline client or any web-enabled mobile device.

Value-Add Solutions: Find solutions and expertise through the Microsoft Dynamics Marketplace and manage solutions directly from within Microsoft Dynamics CRM.

CRM THAT PROVIDES CHOICE AND FLEXIBILITY

Subscribe to Microsoft Dynamics CRM Online, deploy Microsoft Dynamics CRM on-premises, or opt for a partner-hosted solution. Take advantage of the U.S. $2.3 billion investment Microsoft has made in cloud infrastructure and jump-start your CRM efforts with the instant-on access of Microsoft Dynamics CRM Online. Choice and flexibility mean you choose the payment and delivery methods that best suit your business.

GET STARTED TODAY

Try Microsoft Dynamics CRM today:
http://crm.dynamics.com

Explore the Microsoft Dynamics CRM Marketplace:
http://www.microsoft.com/dynamics/marketplace

Join the Microsoft Dynamics CRM Community:
http://crm.dynamics.com/en-us/communities/crm-community.aspx

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