Microsoft Dynamics CRM

Find, Win, and Grow Your Customer Relationships with Microsoft Dynamics™ CRM

Microsoft Dynamics CRM is a full customer relationship management (CRM) suite with marketing, sales, and service capabilities that are fast, familiar, and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships. Delivered through a network of channel partners providing specialized services, Microsoft Dynamics CRM works with familiar Microsoft® products to streamline processes across an entire business.

MARKETING: GENERATE DEMAND

Provide marketing professionals with data cleansing and segmentation tools, campaign management features, and insightful marketing analytics to increase the effectiveness of marketing programs, generate demand, and better track key performance indicators. Microsoft Dynamics CRM provides a holistic, comprehensive set of marketing capabilities so you can better understand customers and target your resources to the areas of highest return.

SALES: CLOSE DEALS FAST

Enable salespeople to create a single view of the customer with tools that streamline and automate everyday sales processes promoting shorter sales cycles, higher close rates, and improved customer retention. Microsoft Dynamics CRM gives sales professionals fast access to customer data and history online or offline so they can work smarter and spend more time selling. Wizard-driven communications tools help keep sales prospects and customers informed of new product and service offerings.

CUSTOMER SERVICE: DELIVER RESPONSIVE SERVICE

Deliver customer information, case management, service history, and support knowledge to the desktops of customer service personnel, giving them the tools to deliver consistent, efficient service that enhances customer loyalty and profitability. Microsoft Dynamics CRM provides a comprehensive customer service solution that is familiar to users and completely customizable to match your support process.

Customer Choice

A cornerstone of Microsoft Dynamics CRM is customer choice. Designed with a single unified code base for both on-premise and on-demand deployments, Microsoft Dynamics CRM enables customers to choose the right deployment model for their specific business and information technology (IT) needs, with the flexibility to change deployment models over time if business or IT preferences change.

> "Microsoft Dynamics CRM is truly a new platform for Polaris, allowing support and sales teams to evolve and work together in ways that were not possible with the legacy applications."

BEDE BRAEGELMANN
Project Manager for Sales,
Service & Marketing,
Polaris

Microsoft Dynamics CRM

> "With the improved knowledge Microsoft Dynamics CRM gives us about the customer and a better, more efficient information flow from our sales force to the back office functions, we are improving our competitiveness, customer service, and saving costs due to higher efficiency."

PETER GLÜCK
IT Manager,
Volvo Construction Equipment

FITS YOUR PEOPLE

With a familiar user interface, wizard-based tools, and close integration with Microsoft Office system productivity applications, Microsoft Dynamics CRM helps you achieve the best fit for your people.

- **Get started quickly** in a familiar Microsoft Office Outlook® environment designed to support fast user adoption and high utilization of your CRM solution without a typical Alt-Tab between Office Outlook and CRM.
- **Empower users** to work with familiar tools, such as Microsoft Office Word and Microsoft Office Excel® spreadsheet software, to create their own dashboards and personal workflows with wizard-based tools without reliance on outside support.
- **Provide role-tailored access** to information and data both online and offline, giving people access to only the information they want and need—delivered in the way they want it.

FITS YOUR BUSINESS

Microsoft Dynamics CRM provides choice and flexibility in how you implement and customize your CRM application so you can achieve the best fit for your business.

- **Automate business processes** to unify line-of-business systems with flexible, easy-to-use tools built on the Microsoft Windows® Workflow Foundation platform.
- **Design your solution** utilizing easy to use point and click customization to quickly modify and extend CRM to work the way your business works to uniquely fit the needs of each business group.
- **Align IT and business goals** through a CRM system that meets both IT requirements and the business requirements enabling fast deployments, low-effort iterative changes and empowered business users.

FITS YOUR ENVIRONMENT

Built on reliable, industry-standard technology, Microsoft Dynamics CRM is an adaptable and affordable CRM system that fits within your existing technology environment.

- **Realize fast return** with industry-standard technology built on a performance-enhanced architecture that gives you fewer elements to deploy and maintain.
- **Protect IT investments** using flexible technology that does not lock you into a specific deployment method, and is easy to upgrade, move, and extend into new business groups, geographies, and lines of business.
- **Connect to other technologies** with built-in integration between internal and external systems, helping to reduce operational costs and provide fast access to functionality.

LEARN MORE ABOUT MICROSOFT DYNAMICS CRM

To learn more about the full suite of Microsoft Dynamics CRM marketing, sales, and customer service capabilities visit http://www.microsoft.com/dynamics/crm.

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