

# 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. Microsoft Dynamics CRM works with familiar Microsoft® products to streamline processes across an entire business.

## 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.

## Marketing: Generate Demand

Provide marketing professionals with intuitive data organization and segmentation tools, powerful campaign management features and insightful marketing analytics to increase the effectiveness of marketing programs, generate demand and better track key performance indicators.

## 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.

## Works The Way You Do

With a streamlined user interface, wizard-based tools, and close integration with Microsoft Office system productivity applications, Microsoft Dynamics CRM works the way your people work.

- **Get started quickly** in a familiar Microsoft Office Outlook® environment designed to support fast user adoption and high utilization of your CRM solution.
- **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.

## Works The Way Your Business Does

Microsoft Dynamics CRM provides choice and flexibility in how you implement and customize your CRM application.

- **Design and automate business processes** to unify line-of-business systems with flexible, easy-to-use tools built on the Microsoft Windows® Workflow Foundation platform.
- **Conduct business globally** with full support for multiple languages and currencies across multiple time zones so you can compete globally while keeping costs under control.
- **Align IT and business goals** with point-and-click customizations, extensible data models, and mapping tools to help build a solution that matches your business and your people.

## Works The Way Technology Should

Microsoft Dynamics CRM is an adaptable and affordable CRM system that can grow and change with your business.

- **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 in 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.



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