

Microsoft Dynamics CRM Online



Microsoft Dynamics CRM Online combines your everyday productivity applications with powerful CRM software accessed over the Internet to improve marketing, boost sales and bolster customer service.

Customer Relationship Management (CRM) is a company-wide business strategy focused on improving interactions with customers. Organizations looking for technology to improve these customer experiences are often hampered by lengthy and costly implementations, inflexible software and poor user adoption. Microsoft Dynamics CRM Online helps solve these challenges with powerful, easy-to-use CRM software delivered over the Internet to help organizations get up and running quickly and cost-effectively with the flexibility to meet the unique needs of any business.

Microsoft Dynamics CRM Online equips business professionals with online and offline access to customer information through a full suite of marketing, sales and service solutions within a familiar Microsoft® Office Outlook® interface.

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.

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.

"We chose Microsoft Dynamics CRM Online because it fully integrates with our Microsoft Outlook and Office applications. It's easy for non-technical people to use, the price was right and the Online version doesn't place an IT burden on our office."

- Annie Suarez - Marketing Coordinator, Doosan Heavy Industries America Corporation

Microsoft Dynamics CRM Online provides a host of additional features and capabilities that enable your organization to:

Get Started Quickly

Using your web browser, you can quickly create your online CRM solution and begin transforming your business right away without complicated technology server setup.

Access Your Customer Data

Helps ensure that your customer data is available when and where it's needed and in the necessary format through the user interface, Web services interface or as an exported file.

Streamline Business Processes

Business users can quickly design workflows to standardize and streamline their business activities, automate repetitive tasks and enable the consistent execution of marketing, sales and service processes.

Report with Ease

Turn customer data into actionable insight with wizard-based tools that enable end users to create sophisticated reports on their own.

Grow with your Business

Can fit the unique needs of any size business and can adapt and grow as your company grows without expensive upgrades to hardware.

Customize to Meet Your Needs

Customize and extend your CRM Online solution through easy-to-use wizards and point-and-click customization tools. Connect your CRM data with existing business system data in real-time by leveraging native Web services.



Leverage our expertise and gain a competitive edge in the marketplace

For more information contact us at:

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