

## Microsoft Dynamics CRM and YOU

The success stories are countless. The company names are impressive. The productivity and bottom line savings are remarkable. ING, Nikon, Sara Lee, Volvo, and United Way have all employed Microsoft Dynamics CRM and published striking results. The City of London, Britax, Jelly Belly, and Hard Rock International have also posted significant increases in productivity and financial savings employing CRM. And for every Fortune 500 company utilizing the tools of Microsoft Dynamics CRM, there are dozens of smaller and mid-size businesses boasting similar successes. But Microsoft Dynamics can do so much more. It can do and be just about anything *your* company needs. . . And this article is incomplete without adding your company's name to the list of benefiting and booming clients. This article needs you.

Why choose Microsoft? Why CRM? How can software employed by The Melbourne Business School, HP, and Vodafone also streamline your own business? How can your productivity and profit increase like those of such industry giants? Simply. Microsoft Dynamics CRM works for any size organization. And there are many reasons to choose it. . .

Affordability. Not only do you get competitive pricing for both on-demand and on-premise deployments, your maintenance fees are also waived for the first year.

Industry Leadership. Microsoft Dynamics CRM has won countless awards and been recommended by a myriad of analyst reports. Details can be found at <http://crm.dynamics.com/en-us/awards.aspx> and <http://crm.dynamics.com/en-us/solutions/analystreports.aspx>.

Great Fit. Because Microsoft Dynamics CRM is based on a service-oriented architecture (SOA), it easily integrates into your existing systems using industry-standard Web services. Its exceptional customization feature also simplifies adapting it to your processes, models, and technology infrastructure.

Operational Insight. The reporting engine generates compelling data reports *within* Microsoft Dynamics CRM to help you make informed business decisions. Get deeper insights by integrating Microsoft Dynamics CRM with Microsoft Business Intelligence products for performance management, scorecards, data mining, and OLAP reporting.

Rapid Innovation. History tells this story best: Microsoft launched Microsoft Dynamics CRM 4.0 in December 2007, and in April 2008, Microsoft Dynamics CRM Online, an on-demand service, was introduced. In less than 18 months, the September 2008, the March 2009, and the November 2009 Service Updates for Microsoft Dynamics CRM Online were released. By July 2009, several free CRM Accelerators were launched with new functionality for Analytics, eService, Event Management, Enterprise Search, Sales Forecasting, Sales Methodology support and much more. More innovation is currently in development.

The Power of Choice. You can choose to deploy Microsoft Dynamics CRM in-house, or let us or a partner host it for you. You can choose how your people interface with it—through Microsoft Office Outlook, a browser, or a mobile device. You can even decide whether to buy it or—in effect—to rent it. The best part? It's easy to switch if your business needs change.

High User Adoption Rates. Microsoft Dynamics CRM works within Microsoft Office Outlook, one of the most popular applications that people use every day. This high level of comfort with Office Outlook can help to significantly drive user adoption and success.

Top Flight Functionality. Innovative functionality in Sales, Customer Service, and Marketing makes Microsoft Dynamics CRM an effective way to stay in touch with your customers and drive your business goals.

World Class Customers. Microsoft Dynamics CRM is designed to meet the needs of companies of all sizes—from small businesses to large enterprises. Today, Microsoft Dynamics CRM is used by more than 1 million people, including some of the world's largest organizations, in financial services, professional services, manufacturing, and the public sector. (Note: Your company needs to be included here.)

Unmatched Value. The combination of top-rated functionality, high user adoption rates, the flexibility to adapt to your business needs, and an affordable price makes Microsoft Dynamics CRM an excellent choice.

The reasons to employ Microsoft Dynamics CRM are as numerous as they are persuasive. But how will this article reach its conclusion without your story of success? How will the productivity of your company escalate after utilizing CRM? How much money will you save each year because you will enhance the services you provide to your customers through CRM? We can't wait to find out.