



# Microsoft Dynamics CRM

Extend the value of CRM beyond sales and service

Businesses today need to maximize the value of their relationships. With Microsoft Dynamics® CRM business software and the xRM application framework, organizations can quickly and easily extend their CRM solution and build custom applications to track *any* business relationship—without compromising features, capabilities, budget, or delivery time.

## Become a Dynamic Business

### Your People: Boost Staff Productivity

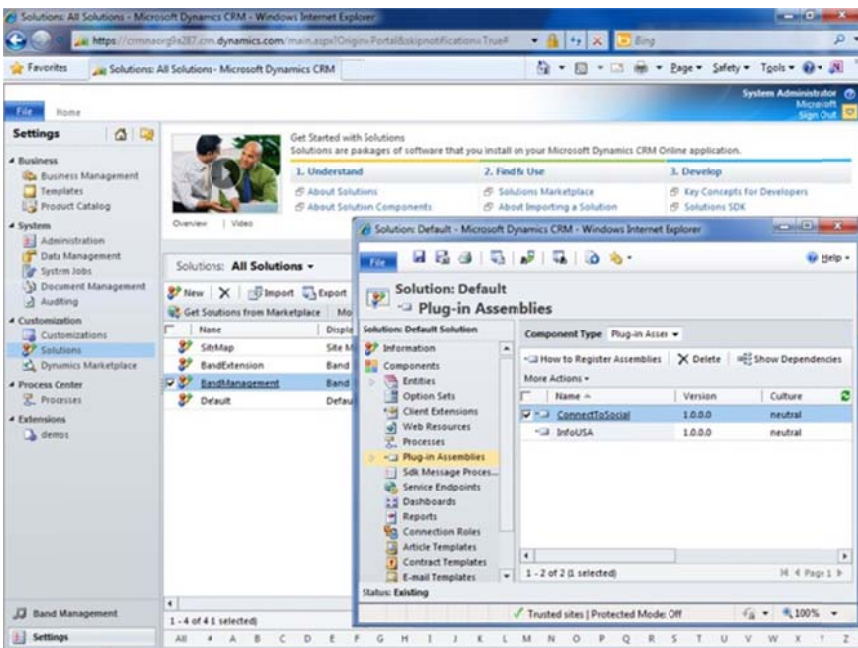
Give your people familiar, intuitive tools that help them be more productive. With seamless integration to Microsoft® Office, role-based forms, and contextual data visualizations, Microsoft Dynamics CRM can help your people work more efficiently with customers, partners, citizens, patients, employees, and others.

### Your Processes: Streamline Your Business

Automate business processes and streamline operations. With flexible workflows, guided processes, and conditional rules, Microsoft Dynamics CRM helps you better leverage relationships and assets across your organization and drive more consistent business execution.

### Your Ecosystem: Uncover New Opportunities

Extend Microsoft Dynamics CRM beyond traditional customer relationship management and discover new business opportunities. By providing a robust relationship management framework, a flexible data model, and drag-and-drop customization, Microsoft Dynamics CRM allows you to capitalize on diverse business relationships such as distributors, dealerships, franchises, consultants, contractors, suppliers, and more.



Manage multiple extended CRM solutions from within Microsoft Dynamics CRM, including import, export, and cloud installation options.

*“The xRM application framework has allowed us to be more responsive to our clients’ needs. It has allowed us to offer new services to our clients and helped us compete more effectively.”*

JEFF ABERNATHY  
COO  
Hudson and Marshall



*“We created a solution to support our partner referral program within hours. We can take advantage of functionality already in Microsoft Dynamics CRM Online to quickly create new business applications.”*

JOEL FRIEMAN  
CIO  
Century Payments  
The logo for Century Payments, featuring the word 'CENTURY' in a large, blue, serif font above the word 'PAYMENTS' in a smaller, blue, sans-serif font, with a stylized blue wave graphic to the left.

*“Microsoft Dynamics CRM has reduced our development costs by 60% and customization efforts now take less than half the time.”*

ROBERT VLEESCHOUWER  
General Manager of  
Information Systems  
MCFE



#### FAMILIAR: TOOLS THAT ARE NATURAL AND PERSONAL

**Office-Fluent UI:** Facilitate easy and natural productivity with a streamlined, familiar user interface and native Microsoft® Outlook® experience.

**Streamlined User Experience:** Use role-based forms with drag-and-drop customization and out-of-the-box templates to optimize the user experience.

**Advanced Personalization:** Empower people to maximize their own productivity with personal views, most recently used lists, and record pinning.

**Rapid Development:** Speed application development with a declarative framework that operates at a high level of abstraction for greater simplicity.

**Data Access and Security:** Make sure that the right people have access to your valuable data using field-level security and role-based forms.

**Workflow:** Automate business processes with workflow, including a visual design environment, full programmatic access to workflow, and sophisticated triggers.

#### INTELLIGENT: INFORMATION THAT IS INSIGHTFUL AND ACTIONABLE

**Inline Visualizations:** Place information and analytics in context so it's easier to understand the business and make well-informed decisions.

**Real-Time Dashboards:** Gain deeper insight with real-time dashboards, ad-hoc analysis, and drill-down capability.

**Tailored Reporting:** Customize your reports to meet your specific needs with flexible, easy-to-use tools for creating and sharing information.

**Guided Processes:** Help achieve smooth and accurate execution with guided processes that make it easier for people to work consistently and efficiently.

**Pervasive Auditing:** Track business progress and identify opportunities to improve performance with system-wide activity auditing.

#### CONNECTED: APPLICATIONS THAT ARE FLEXIBLE AND COLLABORATIVE

**Contextual Document Libraries:** Provide instant access to contextual documents associated with any data record or business entity.

**Team Management:** Make collaboration easier through team-based record ownership and real-time communication tools.

**Business Connections:** Create applications that are connected and informed using integrated tools to manage business relationships and social connections.

**Rapid Integration:** Better capitalize on technology investments through embedded Microsoft Office capabilities and seamless integration to third-party solutions.

**Solution Management:** Easily import, export, and manage applications that make Microsoft Dynamics CRM even more relevant, valuable, and easy to use.

**Microsoft Dynamics Marketplace:** Quickly discover valuable applications and professional services from the extensive Microsoft Partner Network through the Microsoft Dynamics Marketplace.

#### 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>