

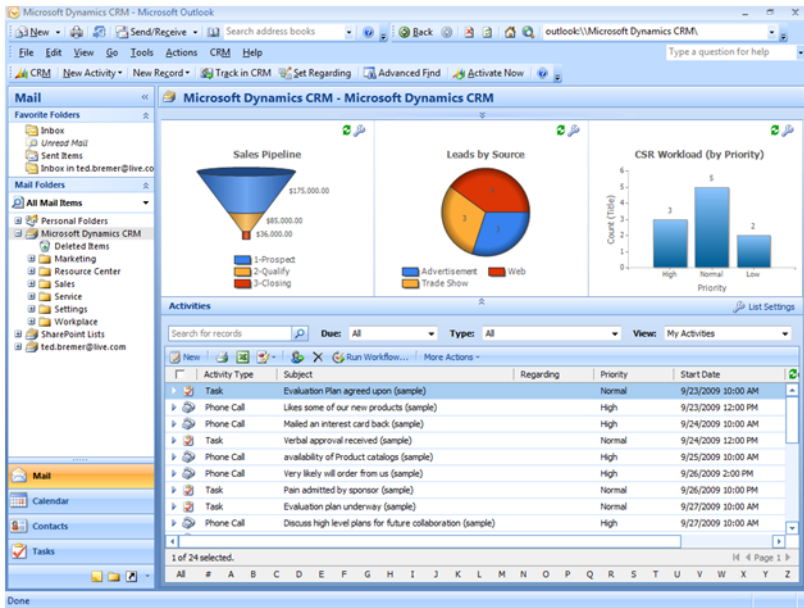


# Microsoft Dynamics® CRM Online

Microsoft Dynamics CRM Online combines your everyday Microsoft® Office applications with powerful customer relationship management (CRM) software accessed over the Internet to rapidly improve marketing, boost sales, and enrich customer service interactions.

Microsoft Dynamics CRM Online provides a powerful yet easy-to-use CRM solution delivered over the Internet, so that organizations can 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 access to customer information through a full suite of marketing, sales, and customer service capabilities with a familiar Microsoft Office Outlook® experience to help ensure rapid user adoption and fast results.



Microsoft Dynamics CRM Online provides a full-featured CRM solution with an industry-leading financially-backed service level agreement of 99.9% uptime.

“With its rich feature set, free mobile device support, and competitive pricing, Microsoft Dynamics CRM Online provides unbelievable value compared to the other alternatives we considered.”

Jeff Kiely  
Vice President of Sales  
Trion, Inc.

Microsoft Dynamics CRM Online helps businesses get up and running fast with a streamlined setup process and a familiar Microsoft Office Outlook experience.

## Solution Highlights

Microsoft Dynamics CRM Online provides a wealth of capabilities for an affordable subscription price, including:

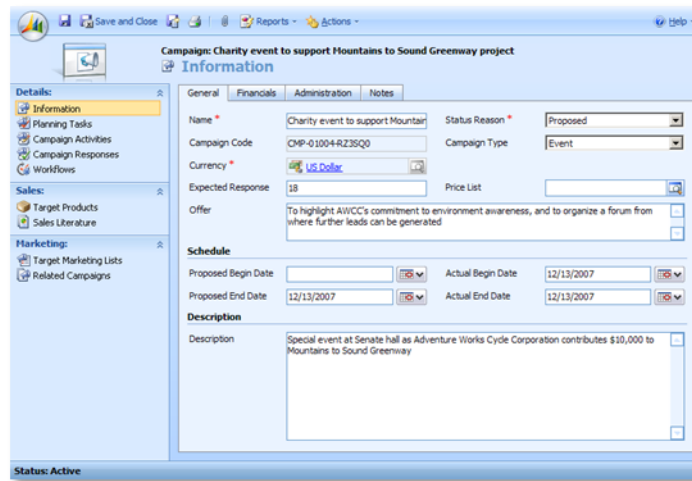
- Robust marketing, sales, and customer service features
- Microsoft Office integration
- Point-and-click customization
- 5 GB of storage
- Offline data synchronization
- Mobile device support
- 200 custom entities
- 200 custom workflows

“Microsoft Dynamics CRM Online fit our needs perfectly. We liked that it is very easy to use, integrates seamlessly with Outlook, and includes user-configurable workflows.”

BECCA BUSHONG,  
Stanley Associates

#### MARKETING: MAXIMIZE YOUR MARKETING INVESTMENT

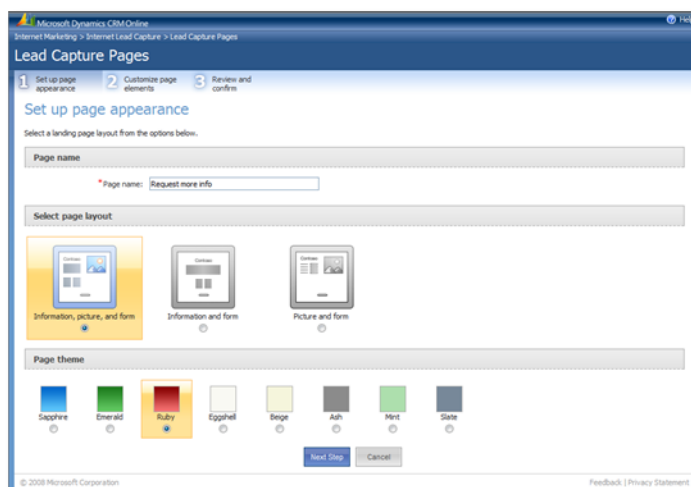
Increase the effectiveness of marketing programs, generate demand, and better track key performance indicators with intuitive segmentation tools, powerful campaign management features, and insightful marketing analytics. Plan, launch, and track campaigns more efficiently with marketing workflows that reduce laborious manual tasks. Microsoft Dynamics CRM Online helps you capture the right information and deliver it effectively to your marketing teams and target audience at every stage of the campaign life cycle.



Measure and increase the effectiveness of your marketing campaigns with Microsoft Dynamics CRM.

#### OPTIMIZE YOUR INTERNET MARKETING EFFORTS

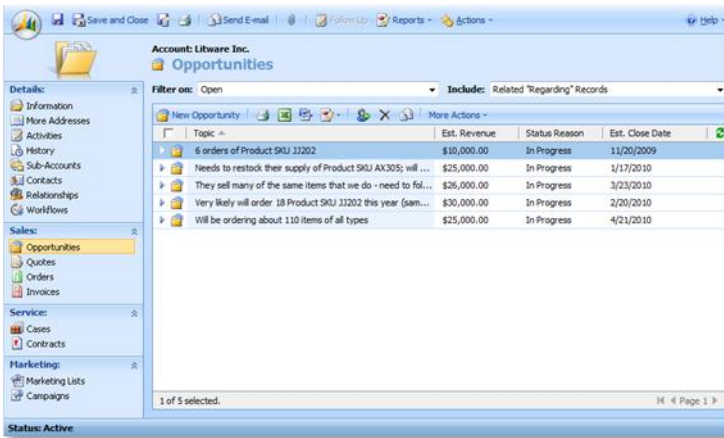
Seamlessly create, manage, and optimize Internet-based marketing campaigns, while effortlessly capturing and tracking leads. With landing page templates and intuitive wizards, Internet Lead Capture (ILC) takes care of the heavy lifting and provides you with a true closed-loop process.



Rapidly create custom Internet lead capture pages with Microsoft Dynamics CRM Online.

## SALES: SPEND MORE TIME SELLING

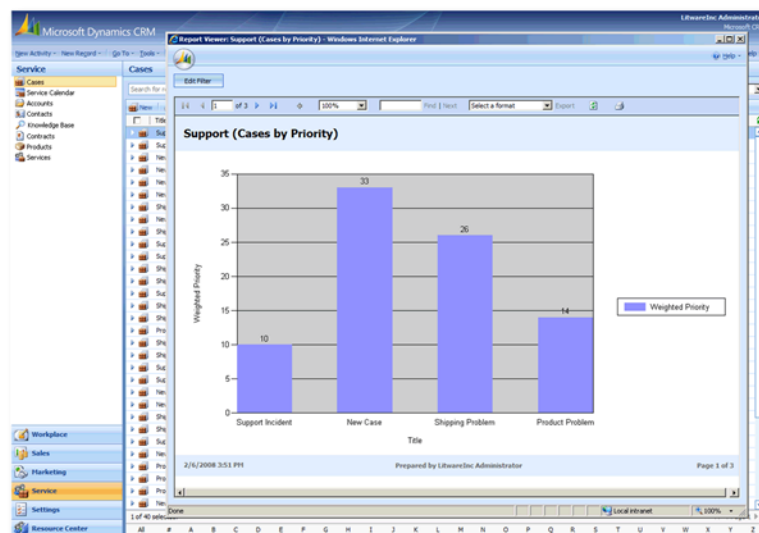
Streamline your sales process and empower your sales force by providing a holistic view of customer and deal details. Improve close rates with keen insights and tools that help you to sell the right product at the right time. Spend more time selling and reduce administrative tasks via intelligent communication tracking, workflow automation, and tools that *reduce* data entry. Improve adoption with a native Office Outlook experience and seamless integration to Microsoft Office. Improve visibility into the business and enable more informed decisions with embedded dashboards, out-of-box reports, and automated tracking of the sales pipeline.



Streamline sales cycles and improve close rates with Microsoft Dynamics CRM Online.

## SERVICE: DELIVER SUPERIOR CUSTOMER SERVICE AND SUPPORT

Provide customer service professionals with access to complete case and service history to deliver consistent service that helps improve customer loyalty and drive long-term profitability. Leverage the flexible service scheduling and knowledgebase capabilities to quickly dispatch needed resources and solve issues quickly. Microsoft Dynamics CRM Online provides a comprehensive customer service and support solution in a familiar



Microsoft Office Outlook interface that can be easily tailored to your unique customer service operations.

“Microsoft Dynamics CRM is a very flexible solution. From the point-and click configuration tools to the customizable workflows and analysis capabilities, it can be easily tailored to fit my business. And if my business needs change, I have the option of easily converting it to the on-premise version. A true power of choice.”

CHRIS DUNAGAN  
Global CRM Manager,  
Fluke Networks Corporation

“The solution had to be easy to use, it had to work well with Outlook, it had to be scalable, and it had to offer a hosted solution because we frankly didn’t have the IT resources to implement and support it on our own.”

TOM MERCER  
VP, Sales and Marketing  
High 5 Sportswear

*Microsoft Dynamics CRM Online provides a variety of capabilities that enable your organization to:*

#### GET STARTED QUICKLY

With just an Internet connection, you can quickly get started with your customer management initiatives and begin transforming your business. Start using the marketing, sales, and customer service capabilities in Microsoft Dynamics CRM Online immediately or take advantage of contextual online help, best practice examples, and instructional videos to guide you through the process.

#### ACCESS YOUR CUSTOMER DATA

Microsoft Dynamics CRM Online helps to ensure that your data is available when and where it’s needed (online or offline). Access your customer data through the Microsoft Dynamics CRM Online user interface, a mobile device, Web services interface, or via common tools like Microsoft Office Excel®. Or extend your customer data out to key outside audiences via powerful Portal solutions.

#### DRIVE USER ADOPTION AND PRODUCTIVITY

Microsoft Dynamics CRM Online works in a way that is familiar to your users. Users can work in an environment they already use and understand, either from within Microsoft Office Outlook or through a Web browser.

#### STREAMLINE BUSINESS PROCESSES

With Microsoft Dynamics CRM Online, business users can quickly design workflows to streamline business activities, automate repetitive tasks, and enable the consistent execution of marketing, sales, and service processes so you can spend more time on your core competency.

#### MAKE INFORMED DECISIONS

Microsoft Dynamics CRM Online provides rapid access to relevant information so you can make faster and more informed decisions. Instantly leverage out-of-box reports and dashboards, or use intuitive wizard-based tools to create custom reports, in turn allowing you to more effectively identify trends, issues, and opportunities.

#### TAILOR TO YOUR UNIQUE ENVIRONMENT

Rapidly customize Microsoft Dynamics CRM Online through point-and-click configuration tools. Quickly add or modify fields, forms and workflows to fit your business needs. Or improve developer productivity with powerful development tools. Connect your CRM data with existing business applications via native Web services or pre-built adapters for ERP solutions.

#### MORE EFFECTIVELY ADAPT TO CHANGE

Microsoft Dynamics CRM Online can fit the unique needs of your business and grow with your company without expensive hardware upgrades. And when your business needs change, you have the option of switching to Microsoft Dynamics CRM on-premise software built on the same code base as Microsoft Dynamics CRM Online, giving you the true power of choice.

#### CONNECT WITH CUSTOMERS AND PARTNERS

Gain access to a comprehensive catalog of on-demand solutions built by hundreds of Microsoft Dynamics CRM vendors with Microsoft Pinpoint. Pinpoint is a unified online business marketplace for customers and partners to connect with each other in a trusted environment. For more information, visit <http://pinpoint.microsoft.com>.

#### MOVE AHEAD WITH CONFIDENCE

Microsoft Dynamics CRM Online gives you a full-featured CRM solution from a trusted vendor and provides you with an industry-leading financially-backed service level agreement of 99.9% uptime.

<http://crm.dynamics.com/>

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