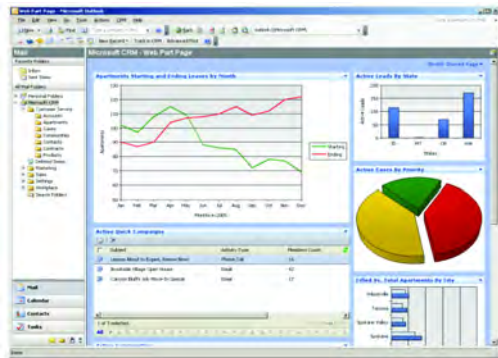


REASONS WHY MICROSOFT DYNAMICS CRM ADDS VALUE TO YOUR COMPANY



▶▶ To compete in today's information-driven world, you need a clear understanding of your customers and the ability to quickly take advantage of new opportunities in a fast-changing marketplace. Microsoft Dynamics™ CRM 3.0 provides the tools you need. Combining the infrastructure to consolidate customer information from across your company with great security features, Microsoft CRM 3.0 will help your company build closer relationships with customers and achieve new levels of profitability.

▶▶ Redefine customer relationships with the complete, affordable customer relationship management (CRM) solution



▶▶ Microsoft Dynamics CRM – Top 5 Reasons

Work directly within Microsoft Office Outlook®

Microsoft CRM 3.0 enables you to work directly within the familiar, comfortable Microsoft Outlook environment, as well as other Microsoft Office applications.

- Using the familiar Outlook environment, everyone in your company can quickly take advantage of the full power of Microsoft CRM 3.0 to better manage sales, service, and marketing processes.
- Handle all customer management tasks - including sending and managing e-mail, storing business contacts, and managing your appointment calendar without - leaving Outlook.

Maintain one set of customer information

Create a single repository for every piece of customer information that everyone in your company collects and then make that information instantly accessible, wherever and whenever it is needed.

- Streamline access to critical customer data across your company so that everyone has the specific customer knowledge they need to drive sales, maximize up-sell and cross-sell, and deliver the highest levels of personalised customer service.
- Access customer information anywhere through enhanced data synchronization and mobility features.

Take advantage of Microsoft SQL Server™

Microsoft CRM 3.0 utilises Microsoft SQL Server, the leading database for small businesses.

- Take advantage of the simplified, integrated SQL Server data management tools and optimized server performance and reliability.
- Understand what your customers are telling you with reporting and analysis tools built on SQL Server Reporting Services that give you the customer knowledge you need to make sound decisions quickly.

Sales: Creating Demand and Generating New Business

No matter how complex your company's sales processes are, Microsoft CRM 3.0 provides easy-to-use features and capabilities to improve the way your sales and marketing organization targets new customers, manages marketing campaigns, and drives sales activities.

For further information please call your local TSG service centre

0845 11 11 888

or visit www.tsg.com

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- Increase your sales pipeline with qualified sales leads and opportunities. Take advantage of analytics and embedded coaching to maximize opportunities to cross-sell products and services.
- Maximize your sales strategy through centralized, coordinated sales processes, including scripts and other activities.
- Help your sales force arrive prepared for important customer meetings by accessing sales opportunities and service histories for each customer.
- Unify customer e-mail and responses by automatically capturing discussion threads as part of each customer's history record.

Marketing: Better decision making and a clearer view of your customers

In today's information-driven economy, most companies are awash in customer data. Success requires the ability to transform that information into clear, actionable knowledge and respond more quickly to changing customer needs and preferences. With Microsoft CRM 3.0 Professional, your sales and marketing organization will have instant access to complete customer information no matter where it is stored, along with the tools needed to turn that information into action.

- Create a single view of each customer based on every piece of information your company collects, all stored in a single location that is accessible across sales, marketing, and customer services organizations.
- Focus your marketing efforts using intelligent list and segmentation tools to reach prospective customers more effectively.

- Execute smarter marketing campaigns with powerful new analytic tools found in SQL Server, including data mining and business intelligence capabilities. Take advantage of new features that make it easy to create templates based on successful campaigns.

CRM Mobile Client

Real-Time Access to Customer Information

CRM Mobile Express for Microsoft® Dynamics™ CRM 3.0 delivers the power of Microsoft CRM to your mobile workforce with ease. CRM Mobile Express lets your mobile team work with up-to-the minute sales, marketing and customer service information, whether team members are on the road, in client meetings or on service calls.

Full Sales, Marketing and Customer Service Functionality

CRM Mobile Express is an easy-to-use extension of Microsoft CRM. This thin-client application, capable of supporting multiple languages, benefits users by allowing them to capture, track and store critical aspects of their sales, marketing and customer service activities while away from the office.



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