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 interactions.

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 to ensure rapid user adoption and fast results.

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. Microsoft Dynamics CRM Online gives sales professionals fast access to customer data and history when connected to the Internet or while working offline so they can work smarter and spend more time selling. Wizard-driven communications tools help keep sales prospects and customers informed of new product and service offerings.

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. Microsoft Dynamics CRM Online provides a comprehensive set of marketing capabilities so you can better understand customers and target your resources to the areas of highest return.
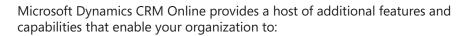
SERVICE: DELIVER RESPONSIVE SERVICE

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. Microsoft Dynamics CRM Online provides a comprehensive customer service solution that is familiar to users, and is completely customizable to match your support process.

> "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 Microsoft Internet Explorer® Web browser, you can quickly create your online CRM solution and begin transforming your business right away without complicated technology server setup. Start using the marketing, sales and service capabilities in Microsoft Dynamics CRM Online immediately or utilize the intuitive configuration capabilities to quickly add or modify fields, forms, workflow and reports to tailor it to fit your business needs.

ACCESS YOUR CUSTOMER DATA

Microsoft Dynamics CRM Online 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.

DRIVE USER ADOPTION AND PRODUCTIVITY

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

STREAMLINE BUSINESS PROCESSES

With Microsoft Dynamics CRM Online, 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 to ensure your best business practices work as they should.

REPORT WITH EASE

Turn customer data into actionable insight with wizard-based tools that enable end users to create sophisticated reports on their own. Microsoft Dynamics CRM Online gives people rapid, relevant access to reporting and data so they can make faster, better-informed decisions.

GROW WITH YOUR BUSINESS

Microsoft Dynamics CRM Online 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 Microsoft Dynamics 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.

LEARN MORE ABOUT MICROSOFT DYNAMICS CRM ONLINE

To learn more about Microsoft Dynamics CRM Online marketing, sales and customer service capabilities visit http://crm.dynamics.com or call 877-CRM-CHOICE.

Fits Your People

Rich CRM capabilities within a familiar Microsoft Office experience

Fits Your Business

Flexible design and process automation with real-time business insight

Fits Your Budget

Fast to deploy, simple to customize and affordable for your business

Product Editions

Microsoft Dynamics CRM Online comes in two versions—Professional and Professional Plus. Both editions offer a full suite of sales, service, marketing, and analytics functionality.

Capabilities	Professional	Professional Plus
Data Storage per Organization	5 GB	20 GB
System Customization	✔	✔[1]
Workflow Automation	✔	✔[1]
Microsoft Office Integration	✔	✔
Offline Data Synchronization		✔

[1] Professional Plus edition provides additional capacity

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