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Driving Customer Relationship Management Excellence with:

Microsoft Dynamics CRM 3.0

2007 Microsoft Office system

Windows Vista.

Microsoft Exchange Server 2007

 Microsoft Dynamics CRM

Advance the power and effectiveness of Microsoft Dynamics™ CRM with the new and improved features of the 2007 Microsoft® Office system, Windows Vista™, and Microsoft® Exchange Server 2007.

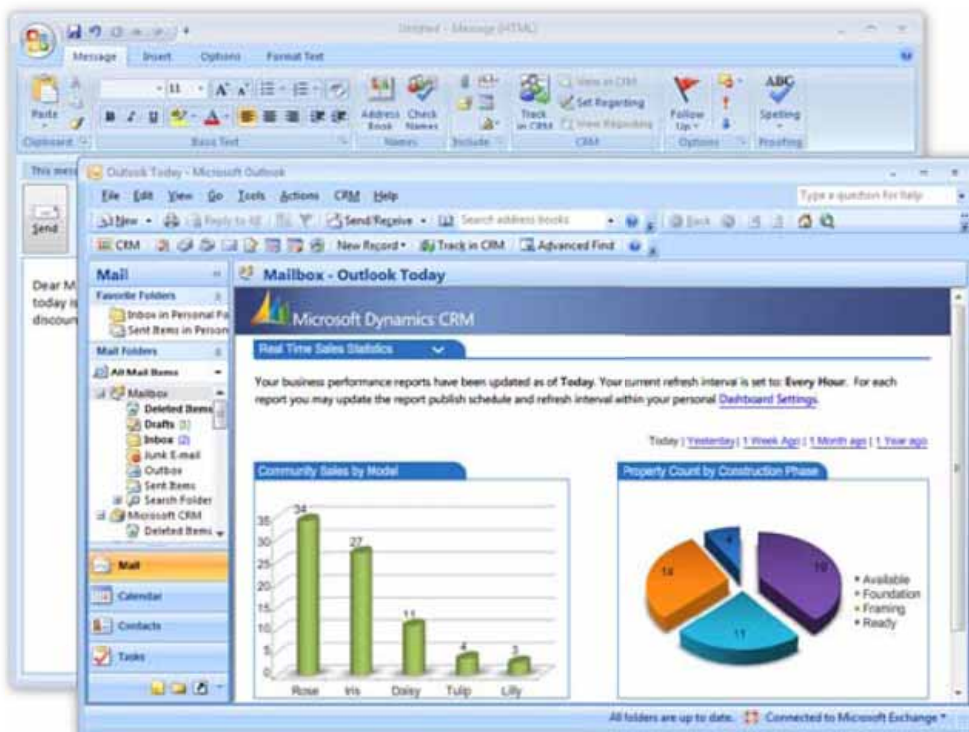
Microsoft Dynamics™ CRM is a complete customer relationship management solution that provides everything your company needs to create and maintain a clear picture of customers from first contact through purchase and post-sales. With modules for sales, marketing, and customer service, Microsoft® CRM delivers a fast, flexible, and affordable solution that enables closer relationships with customers, drives business process improvement, and helps your company achieve new levels of profitability.

Microsoft CRM 3.0 is designed to be a natural extension of Microsoft Office system and Microsoft Office Outlook® 2007, providing a familiar and intuitive work environment that fosters user adoption and productivity. Built on the scalable and security-enhanced Windows®-based system and other Microsoft standard tools and technology, Microsoft CRM 3.0 allows you to take advantage of your existing IT investments and expertise, and helps ensure that your business will benefit from the latest in business software innovation.

The 2007 Microsoft Office system, Windows Vista™, and Microsoft Exchange Server 2007 deliver powerful new functionality to Microsoft CRM 3.0 users. With important enhancements in productivity, data visualization, security, communication, and collaboration, Microsoft CRM 3.0 is—more than ever—the CRM system that works the way you do.

New and Enhanced Features for Microsoft CRM 3.0 Customers

- Customer Communications
- Sharing and Collaboration
- Employee Productivity
- Reporting and Analytics
- Improved Data Security
- And More...



Microsoft CRM 3.0, the 2007 Microsoft Office system, Windows Vista, and Exchange Server 2007 combine to deliver a powerful and affordable CRM solution based on the standard tools and technology your people already know and trust.

Microsoft CRM 3.0 can make an impact across your entire business—in sales, marketing, and customer service.

Sales

Microsoft CRM 3.0 Sales makes it easy to manage leads and opportunities, measure and forecast sales activity, track customer contacts, and automate the sales process—helping ensure a shorter sales cycle, higher close rates, and improved customer retention.

IMPROVE SALES QUALIFICATION

Spend time with the right leads and prospects. Establish consistent follow-up processes and automate sales activities with powerful system workflow.

INCREASE SALES SUCCESS

Shorten the sales cycle and improve win rates with lead and opportunity management, automated lead routing, sales process management, and competitor tracking.

CULTIVATE NEW SALES

Use simple, wizard-driven sales and marketing tools to keep your sales prospects and customers informed of new product and service offerings.

ANALYZE SALES PERFORMANCE

Forecast sales, measure business activity and performance, track sales and service success, and identify trends, problems, and opportunities using comprehensive reports.

WORK AWAY FROM THE OFFICE

Access your data network; view download and update customer and inventory information on the go*. Work using the Web client or Windows Mobile® powered Pocket PC.

* Available programs (such as Microsoft CRM 3.0), features, and functionality vary by device and Windows Mobile operating system.

Marketing

Microsoft CRM 3.0 Marketing enables sales and marketing professionals to deliver targeted communications to prospective and existing customers, shorten the sales cycle, and improve close rates.

PLAN MORE PRODUCTIVELY

Transform customer information into clear, actionable knowledge that enables your company to respond quickly to changing customer preferences.

CREATE A CLEAR CUSTOMER VIEW

Provide your marketing organization with instant access to complete customer information.

UNDERSTAND WHAT CUSTOMERS TELL YOU

Get the precise customer knowledge you need to make sound decisions quickly using reporting and analysis tools built on Microsoft SQL Server™ Reporting Services.

MANAGE WORK MORE EASILY

Manage customer e-mail, appointments, tasks, and contacts from a single business application using CRM functionality delivered as a natural extension of Office Outlook.

EXECUTE SMARTER CAMPAIGNS

Use intelligent list and segmentation tools to reach prospective customers quickly and effectively, and transform successful campaigns into templates that can easily be reused in the future.

GET REAL-TIME VISIBILITY

Track response rates, measure interest levels, and monitor costs for every campaign and activity in real time using comprehensive reporting and analysis tools.

BUILD DEEPER CUSTOMER RELATIONSHIPS

Use a closed-loop view of each customer's preferences, relationships, and buying history to anticipate their future needs.

LAUNCH CAMPAIGNS QUICKLY

Transform successful campaigns into templates that make it easy to quickly launch future campaigns.

Customer Service

Microsoft CRM 3.0 Service Management enables service representatives to track requests, manage support issues from contact through resolution, and deliver the consistent, efficient service that helps ensure customer satisfaction.

DELIVER SUPERIOR CUSTOMER SERVICE

Quickly log, analyze, and resolve service issues with streamlined access to service contracts, frequently asked questions, and historical customer information.

MANAGE WORK MORE EFFICIENTLY

Manage customer incidents, and all service contacts, from a single business application using CRM functionality delivered as a natural extension of Office Outlook.

AUTOMATE SERVICE PROCESSES

Assign, manage, and resolve support incidents with automated routing, queuing, and escalation of service requests, along with case management, communications tracking, and auto-response e-mail.

RESOLVE ISSUES MORE QUICKLY

Help improve your first-call resolution rates using a searchable, shared knowledge base of articles organized by product and service category.

FIND AND SCHEDULE QUALIFIED SERVICE PROFESSIONALS

Quickly search and dispatch skilled service professionals, tools, and resources across service locations to deliver value-added services for your customers.

HELP INCREASE CUSTOMER SATISFACTION

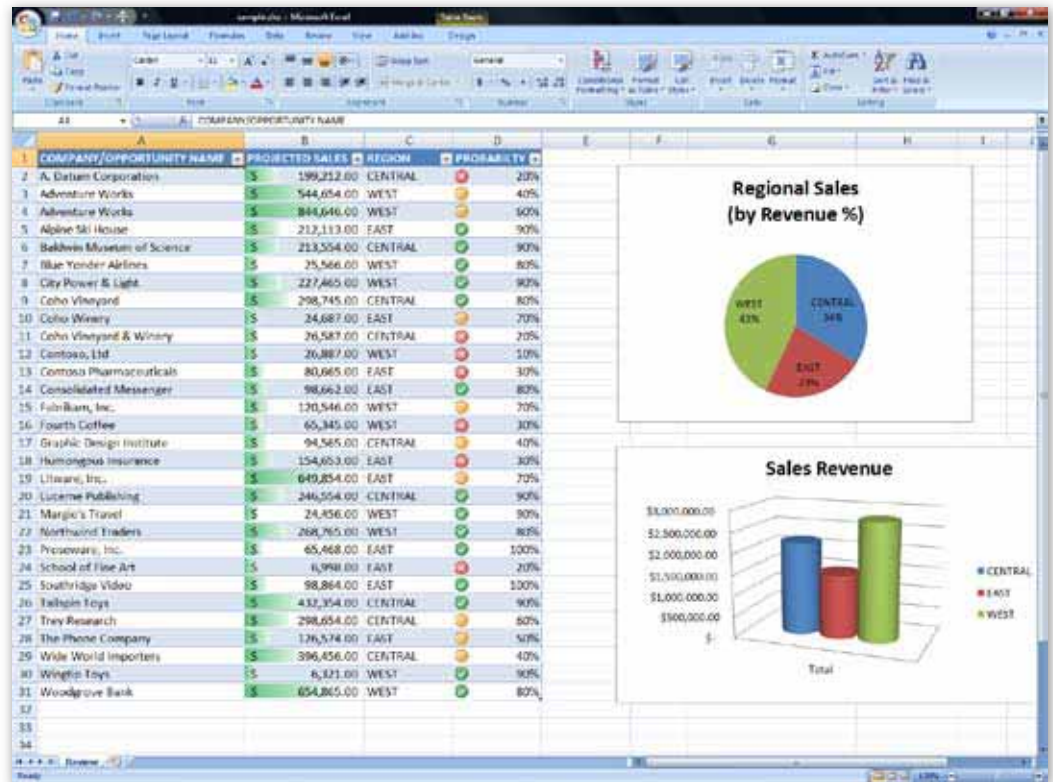
Proactively measure customer satisfaction during each service interaction to help ensure long-term customer loyalty.



Microsoft CRM 3.0 with the 2007 Microsoft Office system, Windows Vista, and Exchange Server 2007 brings new power, innovation, and productivity to CRM users.

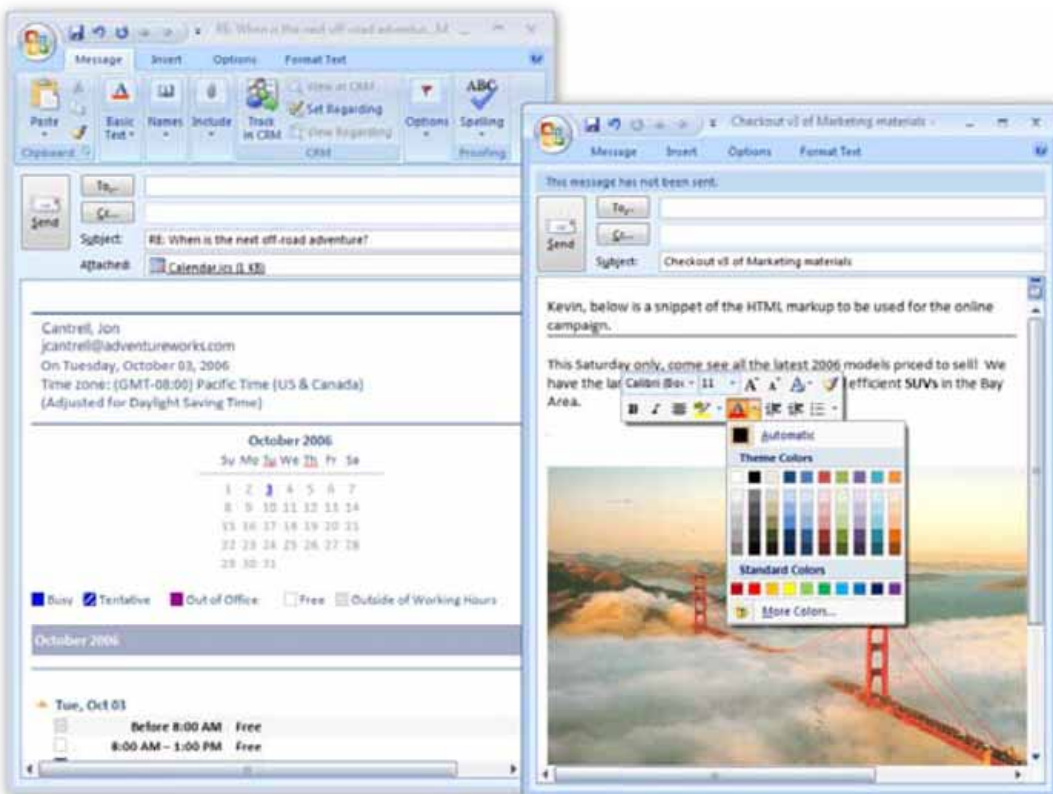
Understand Your Opportunities

Microsoft CRM 3.0 harnesses the power of **Microsoft Office Excel® 2007** to help you understand and visualize your opportunity pipeline. Using Office Excel, you will be able to see important trends and find exceptions in your customer data. Discover patterns and highlight performance indicators in your data by using rich visualization schemes like gradients, thresholds, and icons.



Communicate with Your Customers

Microsoft CRM 3.0 is now even easier to use with **Microsoft Office Outlook 2007**. The redesigned, streamlined user interface of Office Outlook helps make composing, formatting, and acting on your customer information a more intuitive experience. You now have all of the rich features and capabilities of Office Outlook in an accessible and streamlined location, making it simple to navigate your options and maintain your customer communications.



Get More from Your Desktop

With Windows Vista, your desktop is more than an attractive background. You can now use **gadgets for Windows Vista** to pull vital sales, marketing, and service information directly to your desktop or Live.com homepage. In addition to rich reporting, Microsoft CRM 3.0 can now use gadgets to enable you to monitor your business right on your desktop.



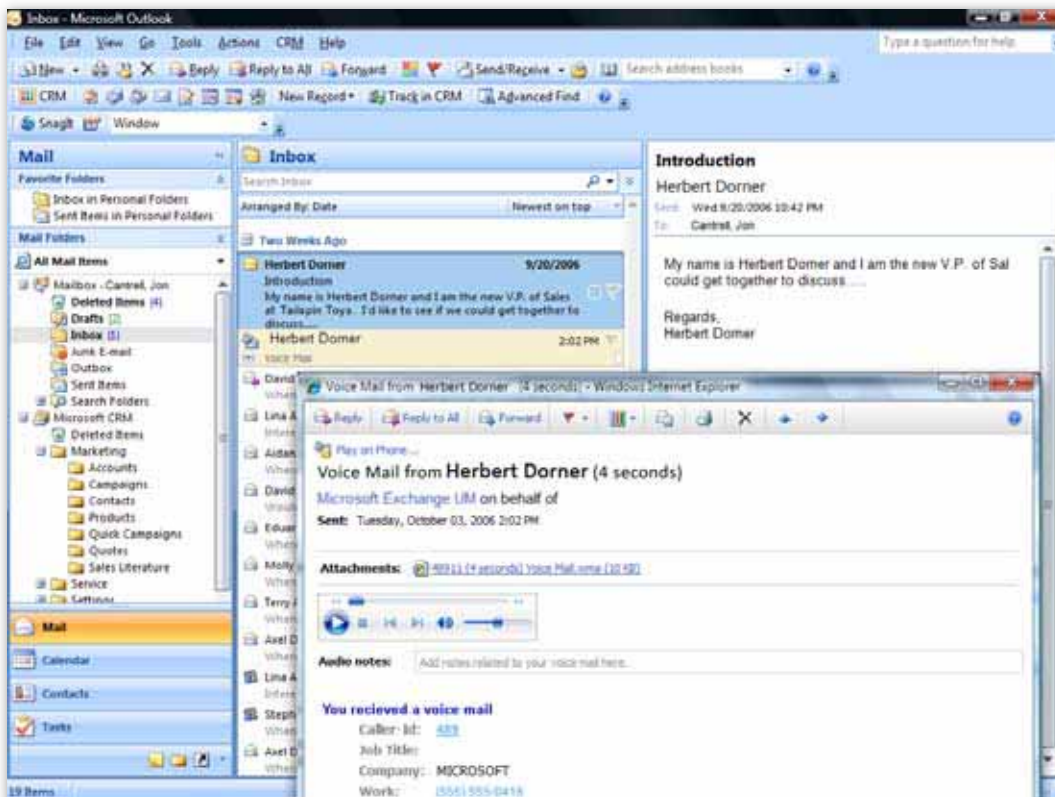
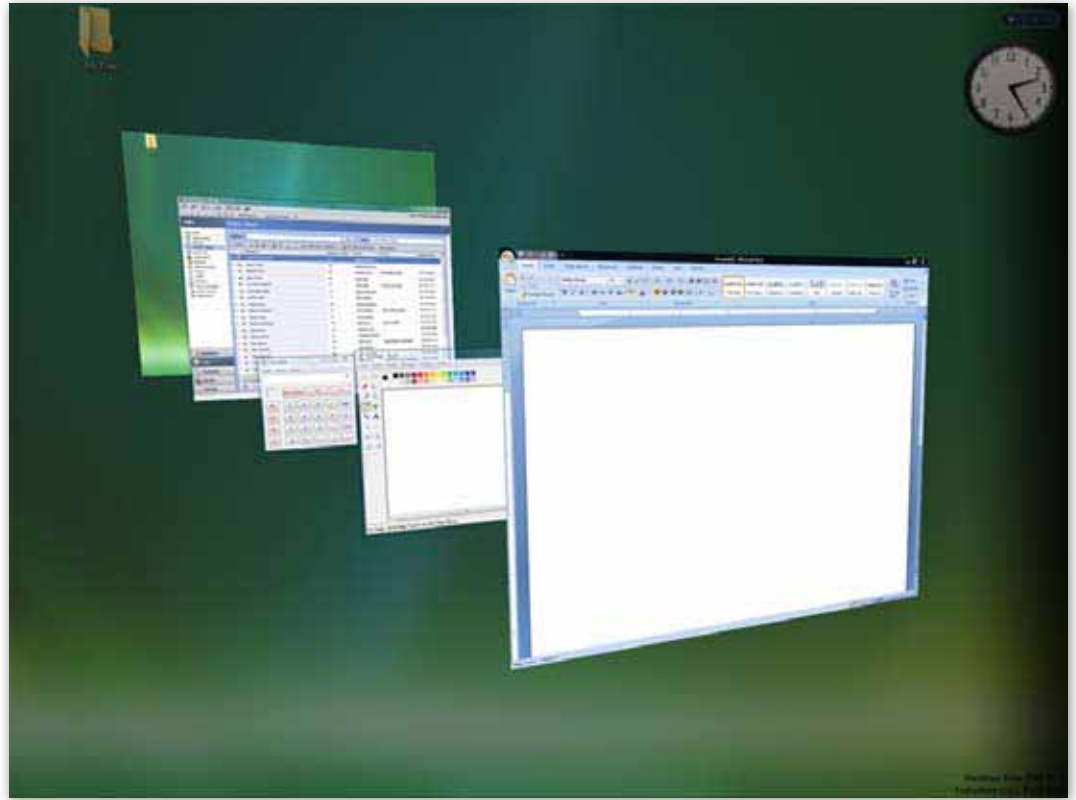
Collaborate with Your Peers

Microsoft Office SharePoint® Server 2007 pulls together your key CRM business indicators, giving you and your peers a common dynamic view of the health of your business. You can visualize and share customer information with your teammates, and instantly act on customer requests through **Microsoft® Office Live Communications Server 2005**.



Improve Your Productivity

Microsoft CRM 3.0 and Windows Vista make it a snap to find any file, application, or e-mail on your computer. **Windows Vista** provides a clear, less cluttered desktop, making it easier for you to focus on your relevant customer information. Translucent windows further reduce clutter, and Flip 3-D allows you to scroll through all open windows on the desktop, previewing live content as you do.



Unify Your Communications

With the power of **Microsoft® Exchange Server 2007**, voice mail can now be stored directly in the Office Outlook inbox and can be tracked in Microsoft CRM 3.0, along with your e-mail. Now you have access to all your customer communications: print, e-mail, and voice.



Discover how the advanced customer relationship management features of Microsoft Dynamics CRM 3.0 work with the 2007 Microsoft Office system, Windows Vista, and Microsoft Exchange Server 2007 to accelerate your sales, marketing, and customer service excellence.

Built on the scalable and security-enhanced Microsoft .NET platform and leveraging standard tools and technology, including Microsoft SQL Server, Microsoft BizTalk® Server, and Microsoft Visual Studio®, Microsoft CRM 3.0 allows you to take advantage of your existing IT investments and in-house expertise to help minimize your total cost of ownership. The product is available on the latest Microsoft operating systems and servers, including Microsoft Windows Small Business Server 2003 Premium Edition.

Microsoft CRM 3.0 is available in 22 languages. For more information, visit www.microsoft.com/dynamics/crm.

A global network of Microsoft CRM partners offers consulting and assistance with product installation, customization, support, and training.

Microsoft

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