

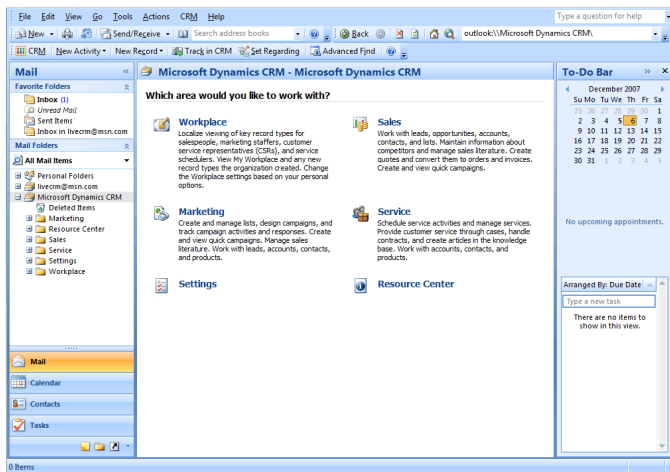


Microsoft Dynamics CRM Online

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 bolster customer service interactions.

Historically, organizations looking for technology to improve customer experience have been 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 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 helps businesses get up and running fast with CRM through rapid setup with a familiar Microsoft Office Outlook experience.

“We chose Microsoft Dynamics CRM Online because it works well with our Microsoft Office Outlook and other 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

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 small and medium-sized business customers and partners to connect with each other in a trusted environment. For more information, visit

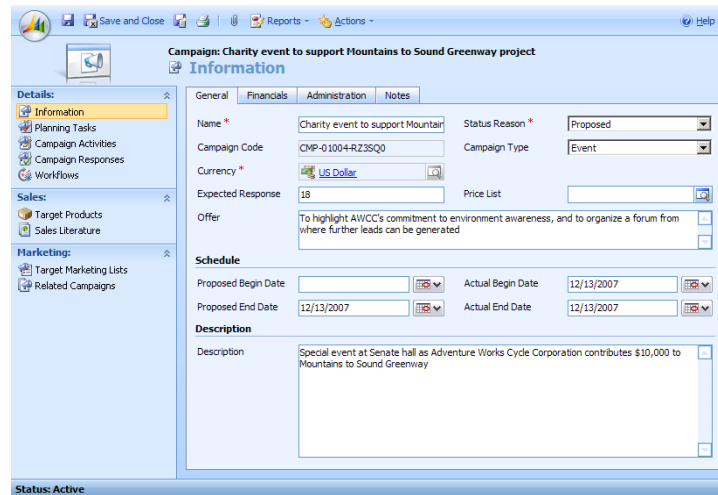
<http://pinpoint.microsoft.com>.

“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
Vice President, Sales and Marketing
High 5 Sportswear

MARKETING: MAXIMIZE YOUR MARKETING INVESTMENT

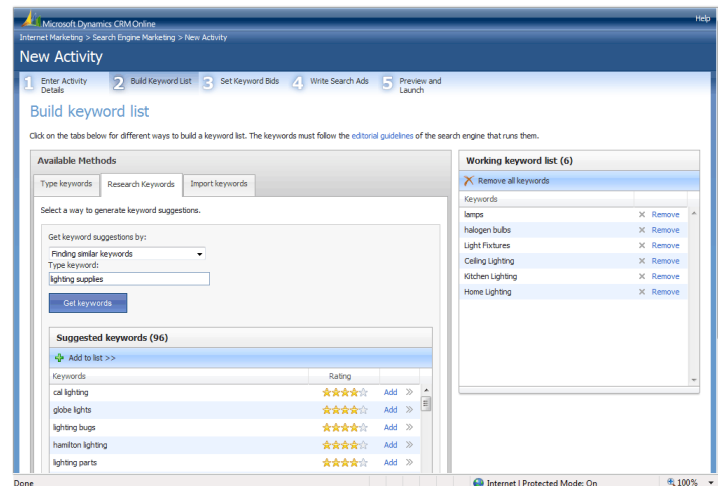
Provide marketing professionals with intuitive data management and segmentation tools, powerful campaign management features, and insightful marketing analytics to help increase the effectiveness of marketing programs, generate demand, and better track key performance indicators. Plan, launch, and track campaigns more efficiently with marketing workflows that reduce repetitive manual tasks. Microsoft Dynamics CRM Online helps you capture the right information and deliver it 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.

INTERNET MARKETING: OPTIMIZE YOUR ONLINE CAMPAIGNS

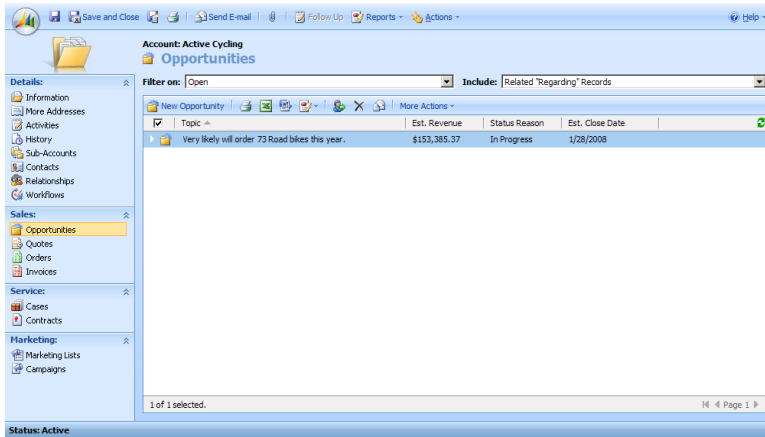
Allow marketing professionals to seamlessly create, manage, and optimize Internet-based marketing campaigns and search engine marketing efforts while effortlessly capturing and tracking all leads from landing pages to maximize revenue opportunities. With automated keyword selection and bidding, campaign and landing page templates, as well as intuitive wizards and lead staging capabilities, Internet Marketing takes care of the heavy lifting and provides you with a true closed-loop process. Embedded intelligence and optimization models help you make the most of your online advertising efforts.



Take better advantage of search engine marketing with Microsoft Dynamics CRM.

SALES: SPEND MORE TIME SELLING

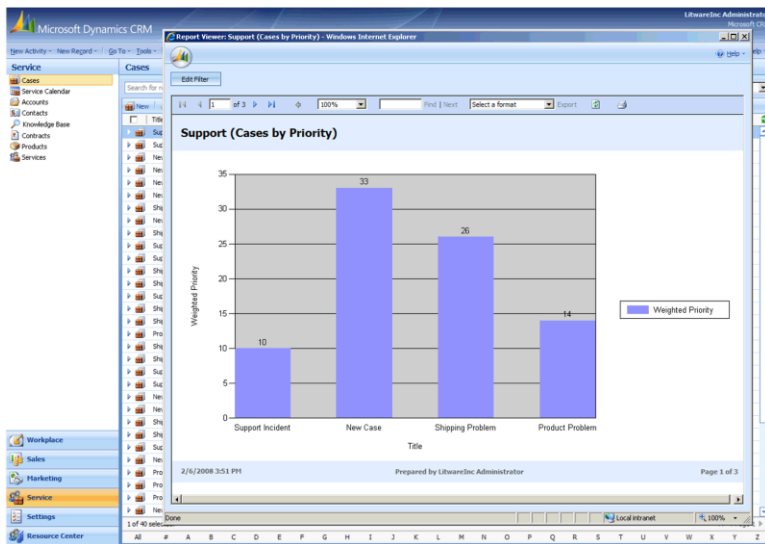
Give sales professionals fast access to their customer data and history so they can spend less time on administrative tasks and spend more time selling. Use wizard-driven communications tools to keep sales prospects and customers informed of new product and service offerings. Microsoft Dynamics CRM Online provides sales professionals with a single view of the customer with tools and workflows that streamline and automate everyday sales processes for shorter sales cycles and higher close rates.



Help your sales professionals improve their close rates and streamline the sales cycle with Microsoft Dynamics CRM.

SERVICE: DELIVER SUPERIOR SERVICE

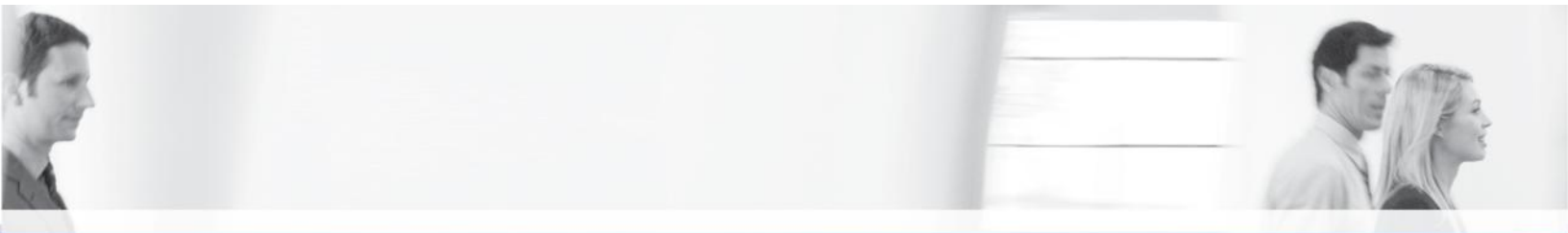
Deliver customer information, case management, service history, and support knowledge to the desktops of customer service professionals, giving them the tools they need to deliver consistent, efficient service that helps enhance customer loyalty and profitability. Microsoft Dynamics CRM Online provides a comprehensive customer service solution that is familiar to users and is completely customizable to match your support process.



Give customer service professionals the tools they need to enhance customer service and improve customer loyalty and profitability.

“The rich features, competitive pricing, and customization capabilities of Microsoft Dynamics CRM Online mean that dollar for dollar we’re getting unbelievable value compared to the other alternatives we considered.”

SAM JAWAD
Founder
1-888-TRASH-IT



Fits Your People

Rich CRM capabilities with a familiar Microsoft Office Outlook experience

Fits Your Business

Flexible design and process automation with real-time business insight

Fits Your Budget

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

Product Editions

Both Professional and Professional Plus editions offer a full suite of marketing, sales, and service functionality.

Capabilities	Professional	Professional Plus
Data Storage per Organization	5 GB	20GB
System Customization	✓	✓ ¹
Workflow Automation	✓	✓ ¹
Microsoft Office Integration	✓	✓
Offline Data Synchron		✓

¹ Professional Plus edition provides additional capacity

Microsoft Dynamics CRM Online provides a host of additional features and capabilities that enable your organization to:

GET STARTED QUICKLY

Using your 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 customer service capabilities in Microsoft Dynamics CRM Online immediately or take advantage of 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 data is available when and where it's needed (online or offline) 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. Users can work in an environment they already use and understand, either through their Web browser or from within Microsoft Office Outlook.

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.

MAKE BETTER-INFORMED DECISIONS

Microsoft Dynamics CRM Online provides rapid, relevant access to information so you can make faster, better-informed decisions. Turn customer data into actionable insight with wizard-based tools that enable end users to create sophisticated reports on their own, helping you to more quickly identify trends, problems, and opportunities.

CUSTOMIZE TO MEET BUSINESS NEEDS

Customize and extend your Microsoft Dynamics CRM Online solution through easy-to-use wizards and point-and-click tools. Connect your CRM data with existing business system data in real time by using native Web services.

ADAPT QUICKLY TO CHANGE

Microsoft Dynamics CRM Online can fit the unique needs of your business and adapt 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.

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 1-877-CRM-CHOICE (1-877-276-246423).

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

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