



thecrmbusiness

Connecting you with your customers

Microsoft Dynamics CRM

Extend the value of CRM beyond
sales and service

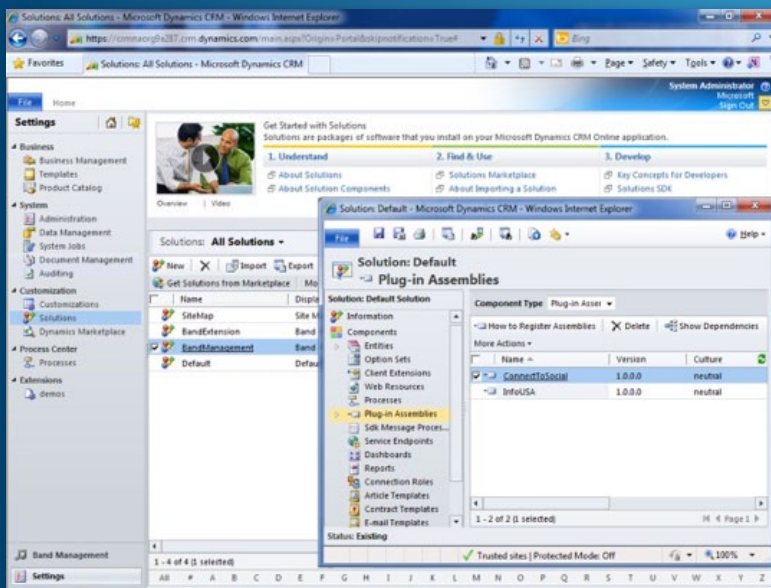


Microsoft Partner

Silver Customer Relationship Management
Gold Customer Relationship Management

Telephone: 0870 766 9875 www.thecrmbusiness.com

Businesses today need to maximise the value of their relationships. With Microsoft Dynamics® CRM business software and the xRM application framework, organisations can quickly and easily extend their CRM solution and build custom applications to track any business relationship – without compromising features, capabilities, budget, or delivery time.



Manage multiple extended CRM solutions from within Microsoft Dynamics CRM, including import, export, and cloud installation options.

Become a Dynamic Business

Your People: Boost Staff Productivity

Give your people familiar, intuitive tools that help them be more productive. With seamless integration to Microsoft® Office, role-based forms, and contextual data visualisations, Microsoft Dynamics CRM can help your people work more efficiently with customers, partners, citizens, patients, employees, and others.

Your Processes: Streamline Your Business

Automate business processes and streamline operations. With flexible workflows, guided processes, and conditional rules, Microsoft Dynamics CRM helps you better leverage relationships and assets across your organisation and drive more consistent business execution.

Your Ecosystem: Uncover New Opportunities

Extend Microsoft Dynamics CRM beyond traditional customer relationship management and discover new business opportunities. By providing a robust relationship management framework, a flexible data model, and drag-and-drop customisation, Microsoft Dynamics CRM allows you to capitalise on diverse business relationships such as distributors, dealerships, franchises, consultants, contractors, suppliers, and more.

Familiar: Tools that are natural and personal

Office-Fluent UI: Facilitate easy and natural productivity with a streamlined, familiar user interface and native Microsoft® Outlook® experience.

Streamlined User Experience: Use role-based forms with drag-and-drop customisation and out-of-the-box templates to optimise the user experience.

Advanced Personalisation: Empower people to maximise their own productivity with personal views, most recently used lists, and record pinning.

Rapid Development: Speed application development with a declarative framework that operates at a high level of abstraction for greater simplicity.

Data Access and Security: Make sure that the right people have access to your valuable data using field-level security and role-based forms.

Workflow: Automate business processes with workflow, including a visual design environment, full programmatic access to workflow, and sophisticated triggers.

Intelligent: Information that is insightful and actionable

Inline Visualisations: Place information and analytics in context so it's easier to understand the business and make well-informed decisions.

Real-Time Dashboards: Gain deeper insight with real-time dashboards, ad-hoc analysis, and drill-down capability.

Tailored Reporting: Customise your reports to meet your specific needs with flexible, easy-to-use tools for creating and sharing information.

Guided Processes: Help achieve smooth and accurate execution with guided processes that make it easier for people to work consistently and efficiently.

Pervasive Auditing: Track business progress and identify opportunities to improve performance with system-wide activity auditing.

Connected: Applications that are flexible and collaborative

Contextual Document Libraries: Provide instant access to contextual documents associated with any data record or business entity.

Team Management: Make collaboration easier through team-based record ownership and real-time communication tools.

Business Connections: Create applications that are connected and informed using integrated tools to manage business relationships and social connections.

Rapid Integration: Better capitalise on technology investments through embedded Microsoft Office capabilities and seamless integration to third-party solutions.

Solution Management: Easily import, export, and manage applications that make Microsoft Dynamics CRM even more relevant, valuable, and easy to use.

Microsoft Dynamics Marketplace: Quickly discover valuable applications and professional services from the extensive Microsoft Partner Network through the Microsoft Dynamics Marketplace.



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About The CRM Business

The CRM Business is a Microsoft Gold-Certified partner with over seven years' experience working exclusively with Microsoft's CRM products. From our offices in Sheffield and Manchester, we work with customers across the UK, from small businesses to large enterprises, delivering both online (hosted) and on-premise Dynamics CRM solutions. Our dedicated team of Microsoft-certified consultants provides tailored training, remote assistance technologies and break-fix support.

Free 30-day trial of Microsoft Dynamics CRM Online

We are delighted to offer a 30-day free trial, including a remote product demonstration and technical support. With individual logins for up to 20 users you can evaluate the system in your own time and truly understand how it could benefit your business. To sign up, call us on **0870 766 9875** or visit **www.thecrmbusiness.com**

“We use CRM for planning and scheduling training as well as for managing our sales process. When The CRM Business upgraded our system they took the time to fully understand our requirements and customised it to exactly meet our needs, including creating extensive custom reports. All of The CRM Business consultants, developers and support staff demonstrate impressive knowledge and are a pleasure to work with.”

Peter Hitchen Instep UK

“The CRM Business are professional, helpful and innovative. They completely project managed our transition to CRM and are always promptly available as and when we need them. They really understand our business and are constantly devising innovative ways to integrate CRM into what we do.”

Dave Sargent Elite Telecom

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