



thecrmbusiness

Connecting you with your customers

CRM 2011 Cloud Delivery Pack

What is it?

Many of our clients use our consultancy services to de-risk their CRM projects. Often this involves customising the CRM system to fit their exact needs, migrating data, integrating CRM with other systems, and user or administrator training.

Traditionally these services are delivered face-to-face with meetings at client offices but in addition to this we are now pleased to offer **Cloud Service Delivery**. This allows us to work remotely which is more efficient so you get more flexibility, lower costs and projects delivered faster.

Configure Faster
Implementation
CRM
Remote
Cloud
Consult
Customise
Experts
Lower Cost
Support
Flexible
Help
Training

In a traditional approach time would have been allocated as full or half day blocks. But with experience of around 150 CRM projects we often find time is best spent in a 1 or 2 hour session with a client, allowing them to then go away and find out information or organize schedules. With Cloud Service Delivery shorter remote sessions can be allocated as you need them, ensuring that you get the full benefit of every hour that you pay for.

Benefits for You

- Billing per hour not per day
- Use time flexibly in hour blocks to suit you so you don't need to book out a day at a time
- No more travel expenses
- More flexibility – scheduling in an hour at a time makes it much easier to give you help exactly when you need it



Microsoft Partner

Silver Customer Relationship Management
Gold Customer Relationship Management

Telephone: 0870 766 9875 www.thecrmbusiness.com



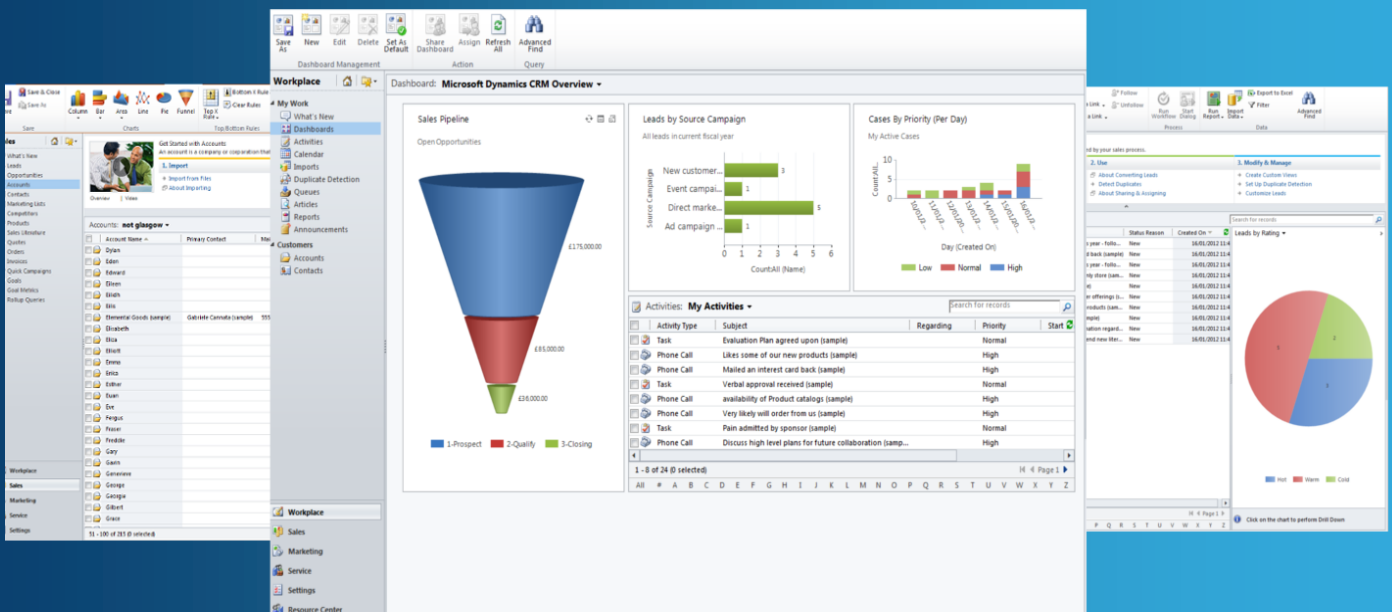
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How it works

We use the latest online collaboration systems such as Microsoft Lync to provide real-time video and audio-conferencing. If you need it we will provide a free web-cam for you to use during the project (& you're welcome to keep it afterwards).

We contract a block of time (e.g. 20 hours) that can be scheduled and used at any time in a 6 month period. The time can be allocated to any aspects of the project you wish including help with project planning, system customisation, implementation, integration with your existing systems, administrator and end-user training.



"The net result is you receive the best help available but use it in a way that is more efficient and you don't have to pay for travel expenses"

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Customisation and development services

Your Ideas
+ Our Experience
= Successful CRM Solutions

We work with you to understand your business needs and processes and add value by applying our industry-leading CRM expertise to deliver tangible business results.

During the remote sessions our Microsoft Certified experts will help you tailor a solution carefully aligned to your goals. Having completed over 150 successful implementations of Microsoft Dynamics CRM across a broad range of sectors, we take pride in our thorough yet efficient consultative approach. Rather than implementing a "one size fits all" solution, we utilise the Microsoft SureStep methodology to help ensure project success for every client we work with.

As well as customising forms, views, charts and dashboards, we also have an in-house Microsoft Dynamics CRM development team with capability to deliver custom .Net code, scripts, plugins and complex reports to meet your exact needs.

For those projects with specific requirements for additional functionality, we partner with a number of leading providers to deliver advanced marketing automation, sales intelligence and complex product configuration solutions, to name but a few.



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Remote training

We offer a tailored training solution to ensure maximum value from the remote sessions for users across all job roles and skill levels. Training topics typically covered include:

- Basic CRM concepts and functionality
- Personalising CRM and creating individual views
- Managing records
- Advanced find functionality
- Reporting and dashboards
- Workflow and customisations
- Marketing and campaign management
- Sales force automation and process management
- Customer service tracking
- Creation of automated processes and guided dialogues (e.g. call scripts)
- Data import
- End user training
- Super user and administrator training
- CRM user manuals and documentation, tailored to your requirements

"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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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 over 150 customers right across the UK, from small businesses to large enterprises, delivering both online (hosted) and on-premise Dynamics CRM solutions.

Everyone at The CRM Business is Microsoft CRM certified so when you speak to us you're speaking not only with people who use CRM everyday, but who also have very wide experience in deploying it for clients. Our dedicated team of Microsoft-certified consultants provides tailored system implementation, customisation, integration, training, remote assistance and break-fix support.



*Dedicated team of
Microsoft Dynamics CRM
certified consultants*

Get started today

If you're interested in finding out more, call **0870 766 9875** or email cloudservices@thecrmbusiness.com and one of our team will be happy to assist you.



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