



# Facilitate Business Transformation and Process Improvement through Microsoft *Single View Platform*

**Microsoft Dynamics® CRM provides Microsoft® *Single View Platform* with capabilities to track related information, such as people and processes, and optimize end-to-end processes through insight gleaned from visualized data. This helps increase the ability to react quickly to changing events.**

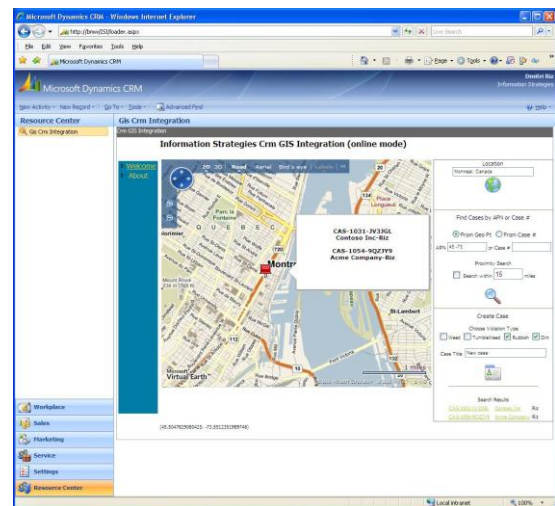
## Microsoft *Single View Platform* – Capturing valuable information through better data insight

**Microsoft® *Single View Platform* (SVP)** is an open, industry standards-based platform that provides a highly integrated foundation for solutions like incident management, task management, and personnel management. The service-oriented architecture (SOA) supports interoperability and is designed to leverage existing multivendor IT infrastructure and assets. It can integrate multiple data sets from existing systems, resulting in a cost-effective solution that is easy to deploy. By integrating Microsoft *SVP* with Microsoft Dynamics® CRM, easy-to-use solutions designed to track people, places, or things can be quickly deployed. The platform is flexible and better secured, facilitating the creation of restricted access and controls so that end users only have access to the information relevant to their role. Microsoft *SVP* exploits the visual dimension of location-based solutions using Bing™ Maps for Enterprise (formerly Microsoft Virtual Earth™ mapping software) so that government users can harness the power of geographical visualization and analysis of any spatially oriented data.

## Microsoft Dynamics CRM – A complete and highly integrated solution

By taking advantage of Microsoft Dynamics CRM, organizations can reduce development project timelines without having to adapt the business to match the software model. They can adapt Microsoft Dynamics CRM to meet their organizational needs, while taking advantage of their current investment in the Microsoft technology stack. Additionally, by using Microsoft Dynamics CRM as a primary business application development platform, organizations can develop multiple functions with a one-time investment.

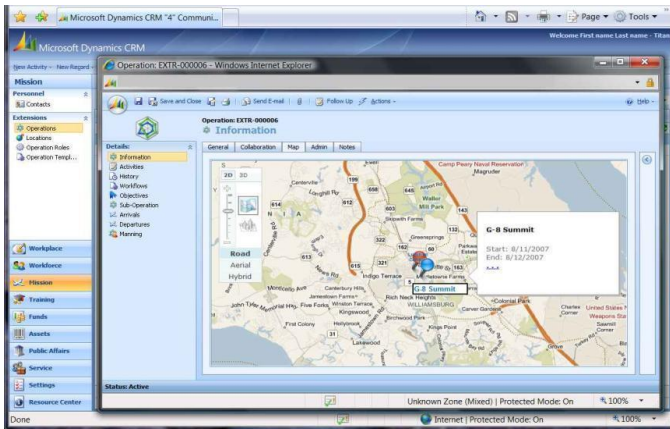
**Microsoft Dynamics CRM and Microsoft *SVP*** help organizations capture critical data to improve business



**This code enforcement system solution, provided by Information Strategies (Infostrat), displays cases by location with links to detailed case information.**

efficiencies and processes at the strategic, tactical, and operational level. Microsoft *SVP* helps users go beyond traditional database access by exposing the relationships of information in an easy-to-use and intuitive interface. It provides an end-to-end, highly integrated solution that enables organizations to capture information, take action based on specific events, collaborate across departments, and analyze trends and efficiencies.

**Microsoft *SVP*** adds geospatial insight to relational data-focused applications. The use of geospatial presentation allows users to link the specific data elements that have been captured to unstructured, nonrelational information, such as the mapping capabilities in Bing Maps for Enterprise. This insight can then be exploited by executing automated business processes and workflows through Microsoft Dynamics CRM to track and respond to events.



Mapping is used to plot and compare locations to deploy various "mission" elements for an event.

## **Key Microsoft Dynamics CRM Solution Benefits**

### **Comprehensive end-to-end data tracking solution:**

Incident and all relevant data can be captured and linked to other data. Interactions between entities, such as individuals and organizations, can be tracked. Based on specific events, actions can be executed to notify appropriate personnel, make assignments to investigate, allow users to collaborate via Microsoft Office SharePoint® Server, and assist users in resolving the incident or case. The information captured throughout the process becomes a history of organizational behavior and can be further analyzed to improve operational efficiencies.

### **Complete and fully integrated development platform:**

Microsoft Dynamics CRM is engineered for change and allows business analysts and developers to create data tracking solutions in a fraction of the time spent coding these applications. Various application layers, such as database access, role-based security, office integration, form-based access, and workflow are built into the platform, allowing application developers to focus on the business domain and process.

### **Familiar and easy-to-use set of integrated tools:**

Solutions built with Microsoft Dynamics CRM are intuitive and easy to use because the software works with the tools users are familiar with, such as Microsoft Office Outlook®, Microsoft Office Word, Microsoft Office Excel®, and Office SharePoint Server. Office Outlook helps navigate the data and compiles information, such as e-mail, into a structured process. Office SharePoint Server is often used for document management and collaboration integration.

### **Improved governance and transparency:**

Actions and events are automatically captured as workflow history in Microsoft Dynamics CRM. Organizations can search for, report on, and analyze related data using the software.

## **Microsoft Dynamics CRM**

**Security:** Microsoft Dynamics CRM offers a multilayered security model allowing single sign-on authentication with Active Directory® services. Users are allocated access to data elements and functionality depending on their role. Data can also be better protected based on data ownership within the organization and related business units. This security model enables organizations to use data in an easy and more secure way.

**Workflow:** The workflow included in Microsoft Dynamics CRM is based on Microsoft workflow standards (Windows® Workflow Foundation). The workflow is exposed at a high level, allowing business users to create and modify workflows based on many events and take various actions, such as change data or send e-mail. This is critical as business processes change within an organization, making it more self-reliant. At the same time, when very complex business processes are needed, developers can use the Microsoft Visual Studio® development system to create sophisticated, activity-based workflows that can be used with Microsoft Dynamics CRM.

**Engineered for Change:** Depending on requirements and skills available, organizations have many options for configuring CRM-based solutions to exact business requirements. Non-developers, such as business analysts, can take advantage of included tools and declarative programming to modify data schemas and the presentation of that information. Using the included, comprehensive software development kit, developers can create plug-ins for the Microsoft .NET Framework that allow almost unlimited expansibility to business-critical applications. These plug-ins provide the business rules and other automation capabilities to the solutions and are often integrated with the workflow engine for complete, end-to-end automation capabilities.

**Usability:** Unlike many enterprise applications, Microsoft Dynamics CRM helps increase user adoption because it works with tools users are familiar with, such as Office Outlook. In addition, these solutions provide users powerful insight into data and processes through an intuitive and easy-to-use environment.

**Architecture:** The enterprise-based architecture of Microsoft Dynamics CRM provides the necessary business logic, data model, and security model in a single integrated environment to build SOA compliant, Web services-based solutions. These solutions can be integrated within the enterprise infrastructure, allowing cross-platform business process and data exchange.

Microsoft Dynamics CRM: [www.microsoft.com/industry/government/products/Dynamics\\_CRM\\_4\\_0](http://www.microsoft.com/industry/government/products/Dynamics_CRM_4_0)

[www.microsoft.com/industry/government/solutions/Single\\_View\\_Platform](http://www.microsoft.com/industry/government/solutions/Single_View_Platform)