



Microsoft Dynamics CRM

Forum des architectes
19 nov 2013

Microsoft Dynamics CRM: The Holistic CRM Solution

Sales

- Cross-selling
- Profitability
- Share of wallet
- Propensity to buy

Marketing

- Customer acquisition
- Customer retention
- Segmentation
- Market share



Service

- Customer satisfaction
- Relationship length
- Channel preference

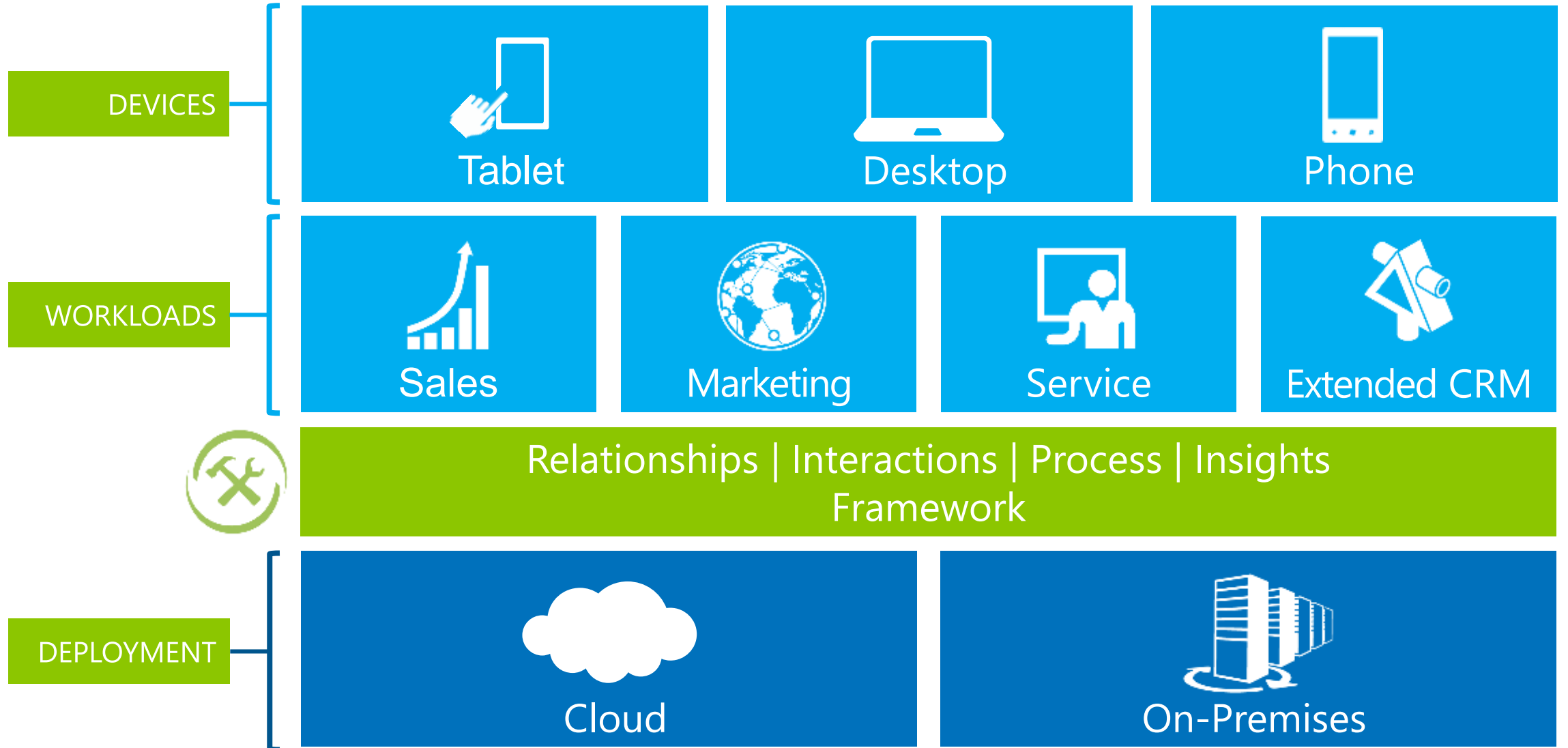
Insight

- Profitability
- Wallet Share
- Credit analysis & rating
- Portfolio risk mgmt

Compliance

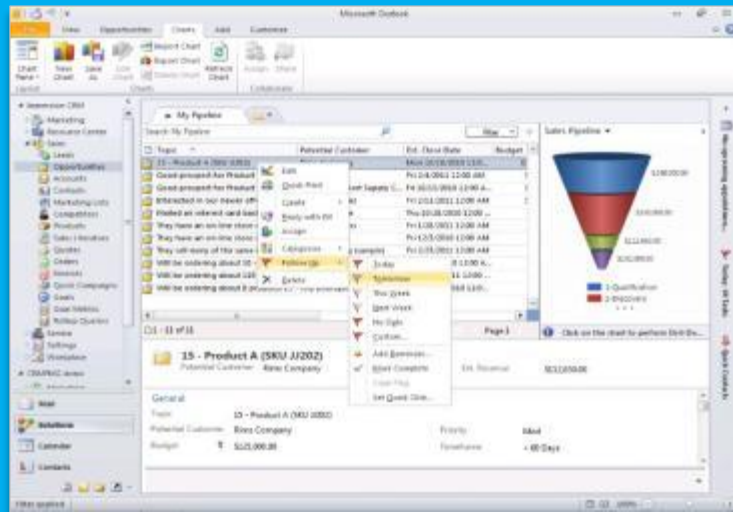
- Process automation
- Fraud detection
- Privacy preferences
- Auditing

Customer Relationship Management



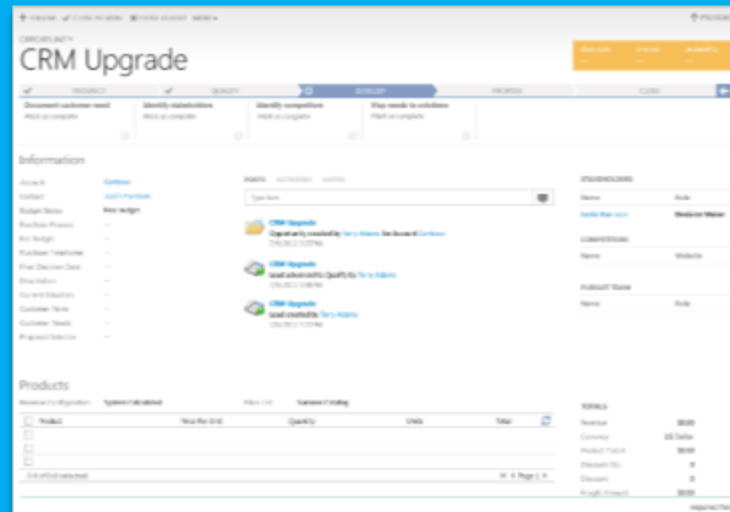
Delighting Users Across the CRM experience

Outlook

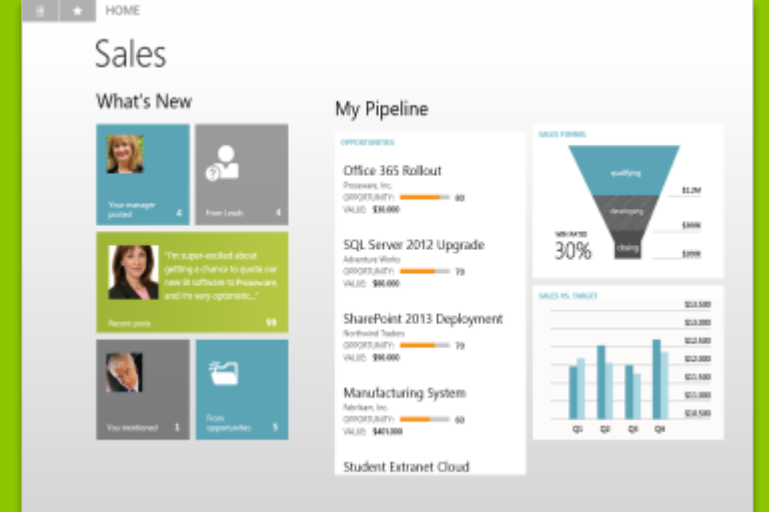


PC

Browser



Mobile



Phone & Tablet

“Work with customer data and business processes on a device and in the location of your choice”

DEMO

Mobile Sales Enablement

Stay productive on the go



- Microsoft Dynamics CRM on devices that sales people want to use:
 - Windows 8 tablets and iPad
 - Windows Phone, iPhone, and Android phone
- Included with each CRM license at no additional license fee

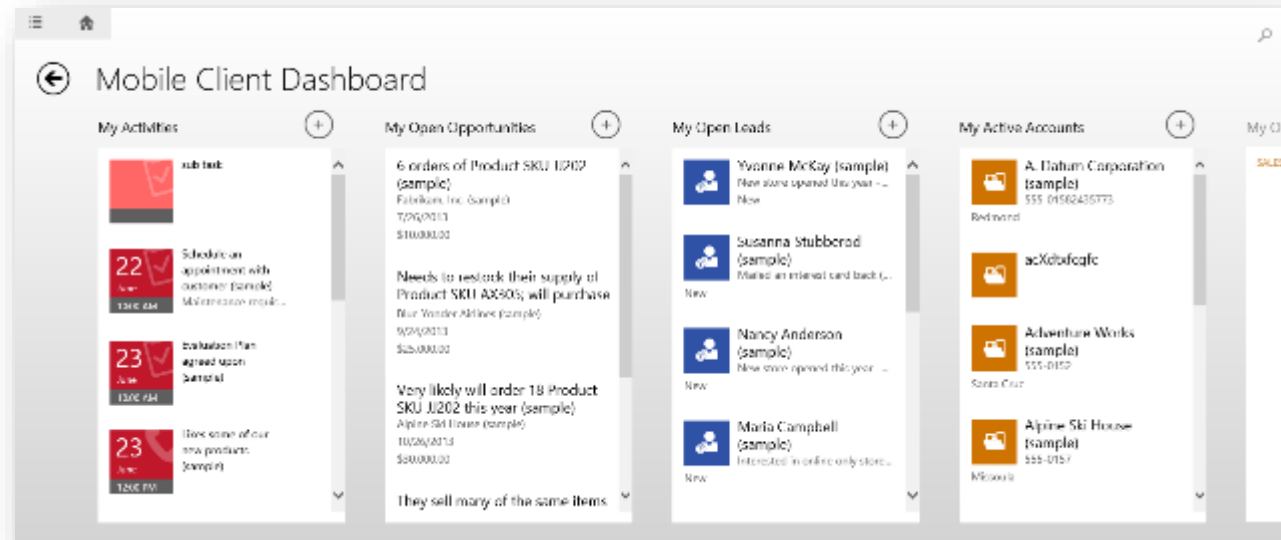
Adopt Microsoft Dynamics CRM on touch devices to:

- Quickly mobilize your sales force
- Create a competitive differentiator
- Attract and retain sales talent

CRM for Tablets

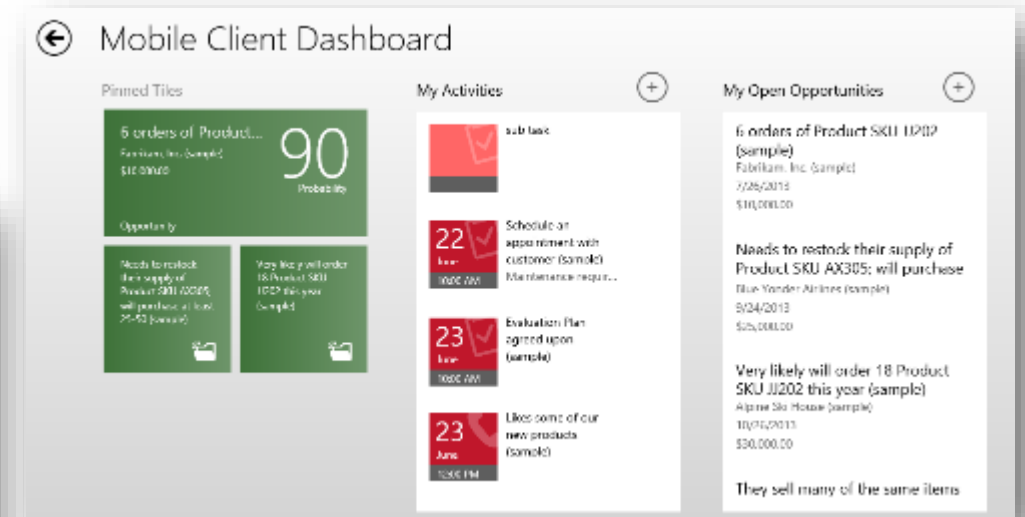
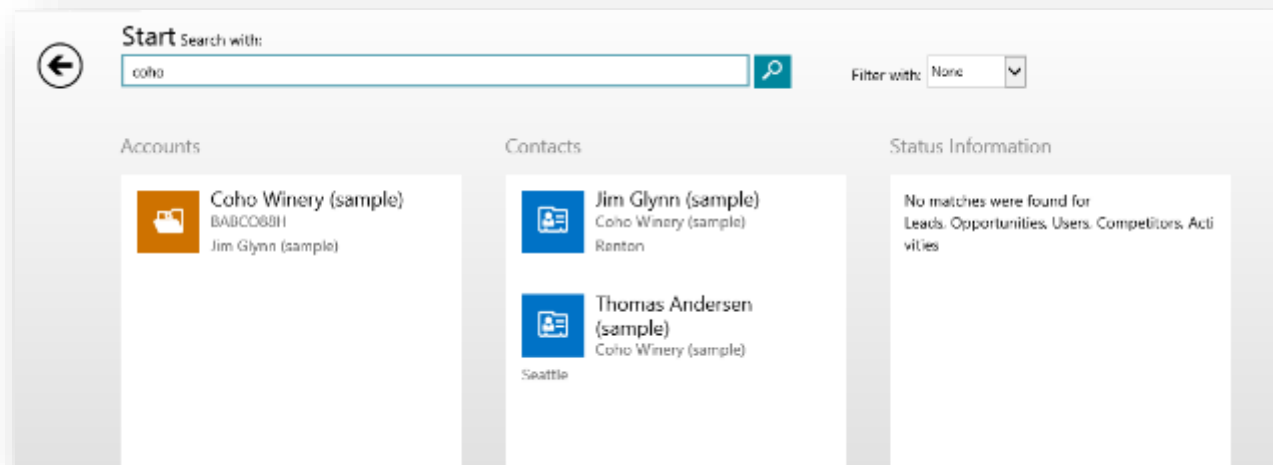
Microsoft Dynamics CRM for tablets

- Designed to support key sales scenarios
- Modern, process-centric experience for Windows 8 and iPad
- Dashboard is the information hub
- Configurable and extensible



A personalized experience

- Quickly locate any record – search across entities
- Pin tiles to Windows 8 Start and dashboard
- Change grid column widths



Social Selling

Team selling through social connections

- Social conversations in business context
- Find experts and collaborate on deals
- Generate referrals and introductions

The screenshot displays the Microsoft Dynamics CRM interface for a contact named Adam Carter. The top navigation bar includes 'Microsoft Dynamics CRM', 'SALES', 'Dashboards', and the user's name 'Adam Carter'. Below the navigation, the contact's profile is shown with a photo and name. A 'Summary' section on the left lists contact details: Job Title (Product Engineer), Business Phone (+1 781 322 0885), and Address (2300 W Sahara Ave, Las Vegas, Nevada 89102, USA). A map of the address is visible at the bottom left. The main content area features a 'Timeline' with a post from Terry Adams, a former colleague, mentioning a job opportunity at Microsoft. A 'DCI WORKAL OVER' table is also present on the right side of the interface.

Start Date and Time	Days This Week	Total Hours	Order	Quantity
07/20/15 1:00:00 PM	1	1	1	3.00
07/20/15 3:00:00 PM	1	1	1	3.00
07/20/15 5:00:00 PM	1	1	1	3.00

Introducing Netbreeze social listening & insights



Monitor brand presence

Global sentiment analysis

Gain a true understanding of your customers and your business on a global scale across the social web.

Share of voice

Track your brand, products, and influence in 28 languages across Twitter, Facebook, YouTube, news channels, blogs, and forums.

Competitive intelligence

See how you measure up against the competition. Identify differentiators, strengths, and weaknesses.



Track strategic initiatives for sales, service, and marketing

Custom dashboards

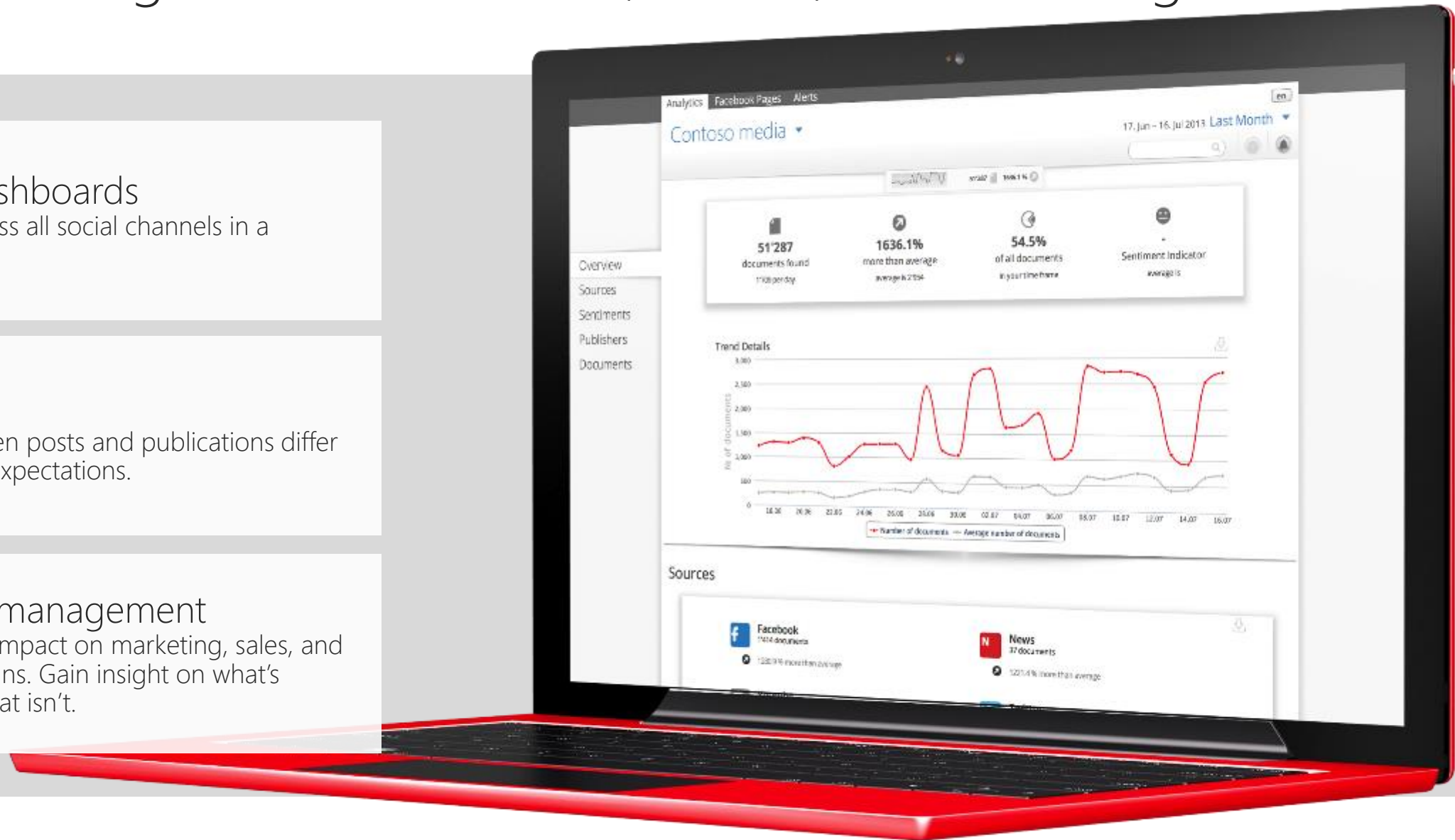
Track posts across all social channels in a single feed.

TrendScout

Get notified when posts and publications differ from statistical expectations.

Campaign management

Measure social impact on marketing, sales, and service campaigns. Gain insight on what's working and what isn't.



Create alerts and generate leads

Early warning system

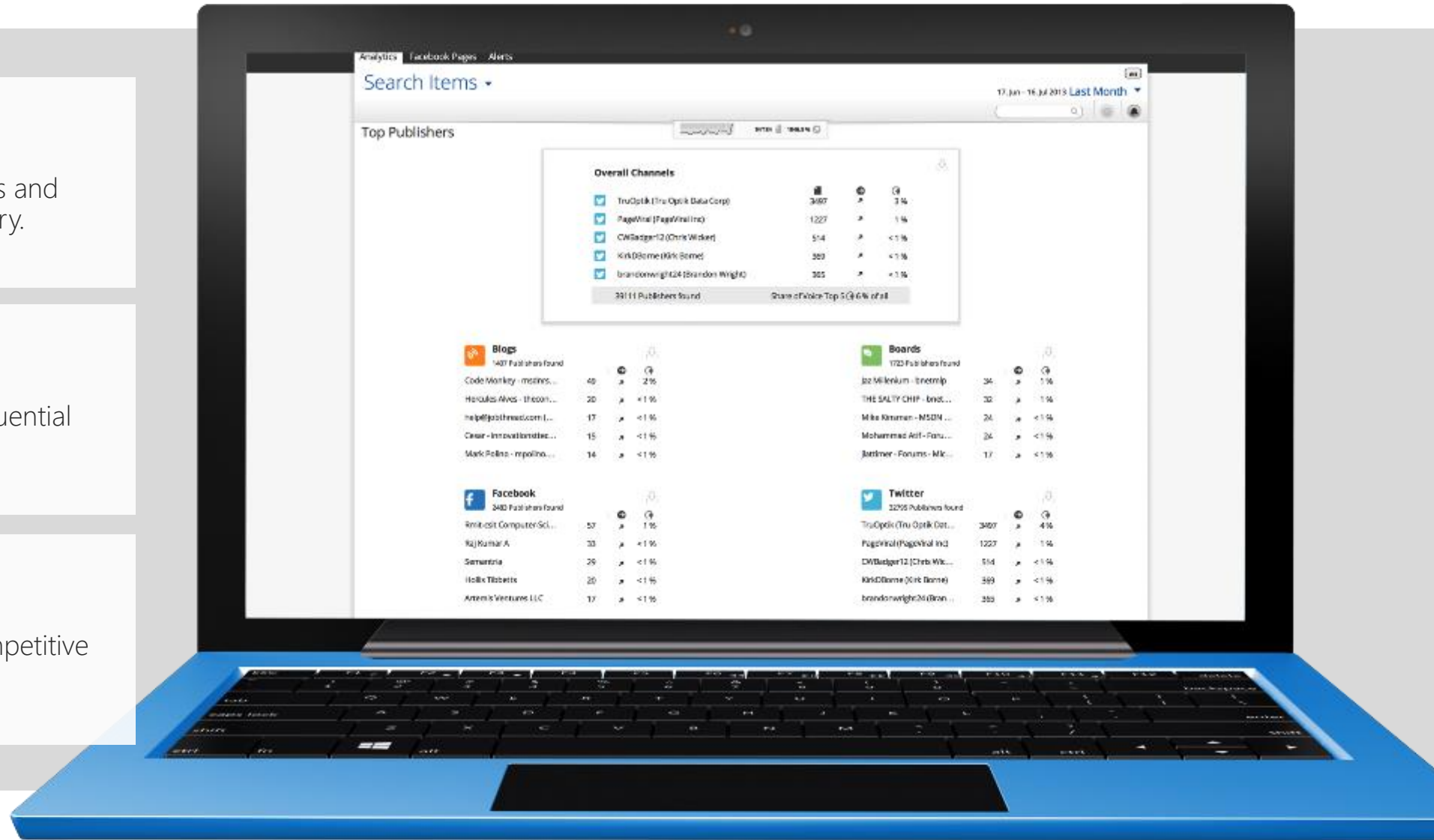
Gain early insight on problematic issues and stay on top of hot topics in your industry.

Top influencers

Identify and connect with the most influential voices in your community.

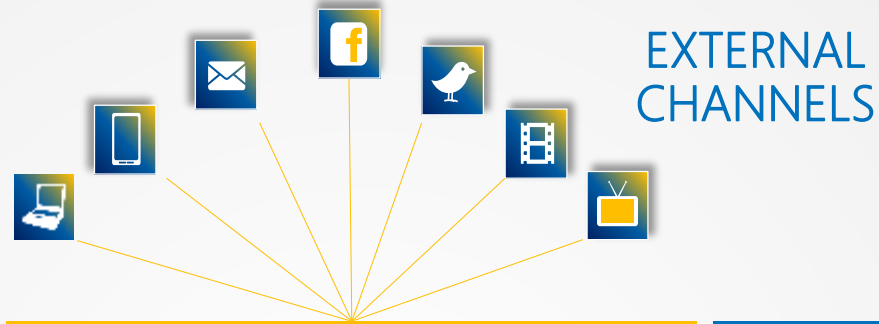
Watchdog

Get notified on custom key words, competitive conversations, and industry questions.



Marketing Pilot

MarketingPilot is Integrated Marketing Management



PLAN & CREATE | EFFECTIVE MARKETING MANAGEMENT

Digital Asset Management

Workflow & Collaboration




Resource Management

EXECUTE | MULTI-CHANNEL ENGAGEMENT

CRM Integration & Closed Loop ROI

Advertising & Social Media





Media Buying & Planning

Campaign Management



NURTURE & MEASURE | DATA DRIVEN, CUSTOMER FOCUSED

Behavioral Analysis

Customer Segmentation



Spend Management



INTEGRATED MARKETING MANAGEMENT

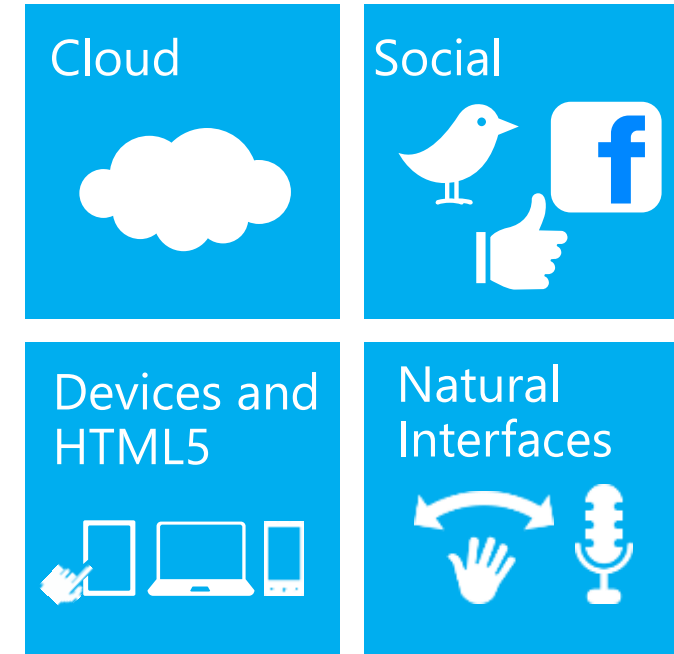
Extensibility

What We're Hearing from Customers and Analysts

Business



Technology



Balancing Business and Technology is Key to IT Success

Microsoft Dynamics CRM and xRM

xRM is an application framework that uses the full power of the Microsoft Application Platform to accelerate the development and delivery of enterprise-class, relational business applications.

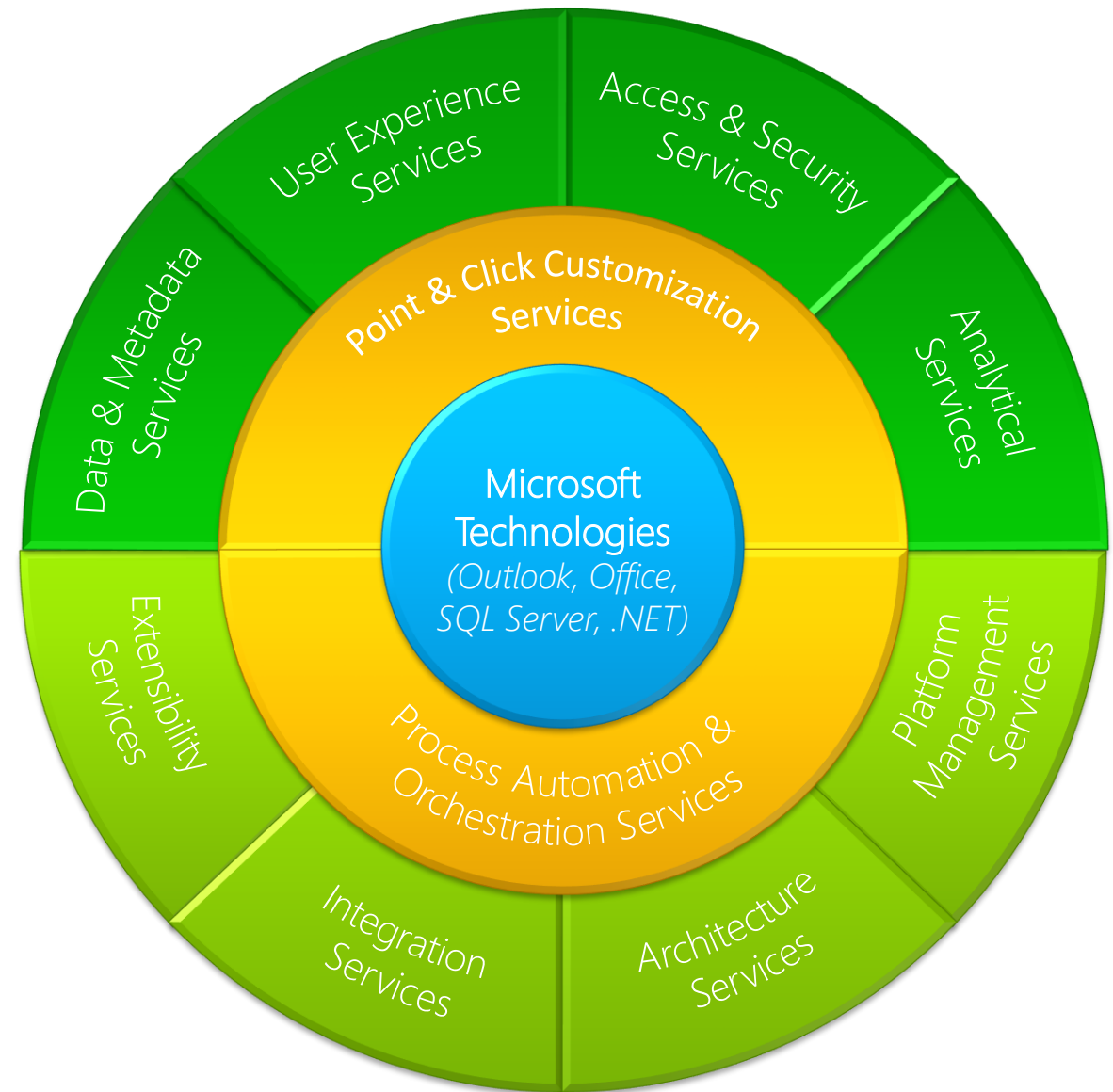


xRM Dynamic Application Services

Reusable and adaptable

XRM Application Services rapidly adapt to fit your application requirements

- Adaptable to fit the unique needs of every application
- Range from simple to complex options
- Comprehensive application development environment



The Ripple Effect – Dynamic Application Services

The xRM Ripple Effect increases IT responsiveness to business requests, increases productivity and provides low TCO



New field is dynamically made available to:

- All application UI's
- Forms Designer (UI)
- Client-side Jscript
- Workflow Engine (triggers, data...)
- Security
- Advanced Find & Query
- Analytics
- Wizards (Workflow/Reporting)
- Offline Synchronization
- Web-Services (Data/Metadata API)
- Mail Merge
- Data Import, Mapping & Deduplication

Architecture

Tools

 Configuration

 Management

 Integration

 Development

Foundation

 Client Experiences

Customizations

 Configuration

110101
101010
110101 Code

Platform

 Data

 Meta-
data

 Hosting

Services

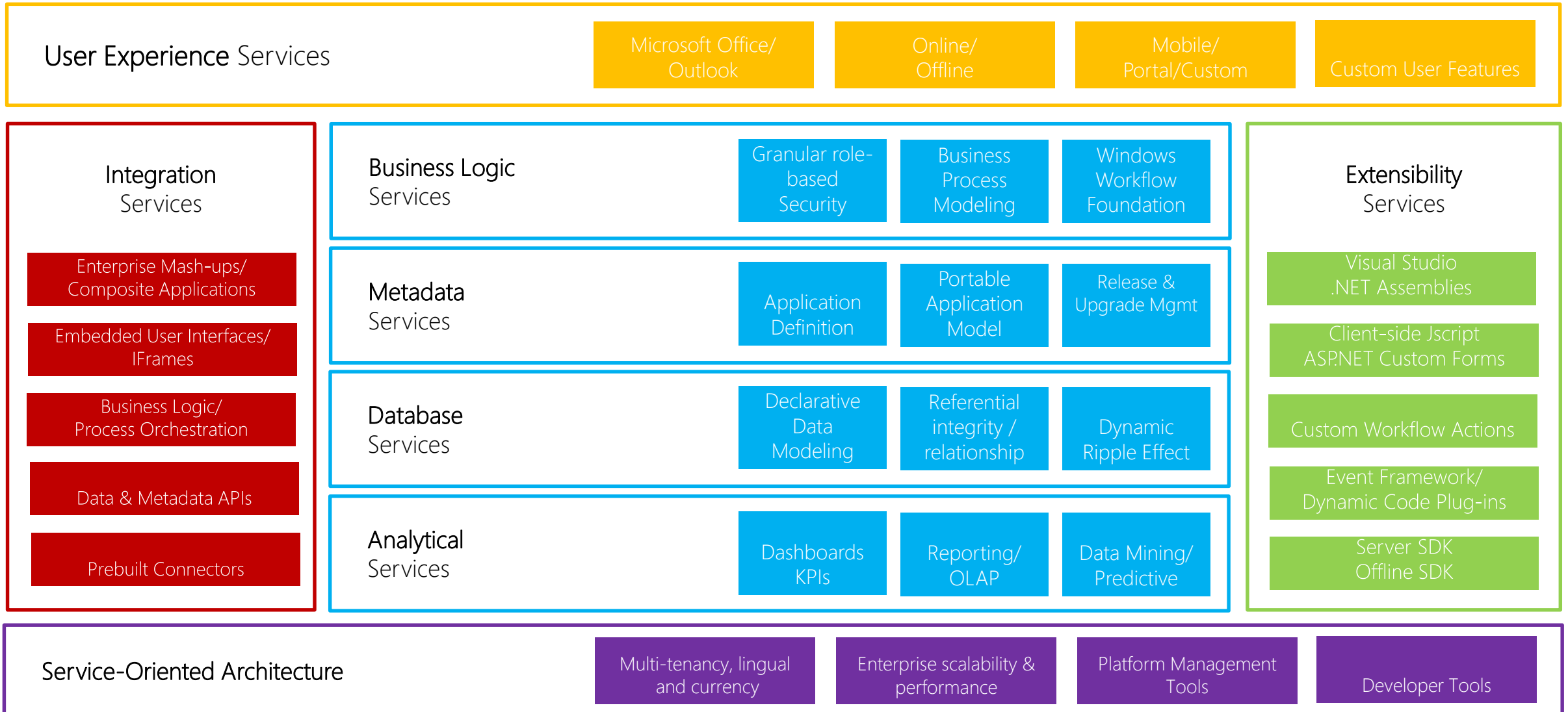
 Business
Intelligence

 Workflow and
Process

 Web Services

 Communication

xRM Architecture Overview



Solutions Marketplace

The screenshot shows a web browser window displaying the Microsoft Dynamics Marketplace search results for 'microsoft labs'. The browser's address bar shows the URL: <http://dynamics.pinpoint.microsoft.com/en-US/applications/search?sort=best&q=microsoft+labs>. The page header includes navigation links for 'All Departments', 'Microsoft Dynamics CRM', and 'Microsoft Dynamics ERP', along with 'Sign In' and 'United States' options. The Microsoft Dynamics Marketplace logo is prominently displayed, along with buttons for 'Get Listed', 'Help', 'About', and a 'Free CRM Online Trial' button. A search bar on the left contains the text 'microsoft labs' and a 'Search' button. Below the search bar, there are filters for 'Refine Results' (Applications, Professional Services, Companies), 'Business Need' (Cloud Computing, Communication, Mobile, E-mail, Operations, Supply Chain Management, Sales, Marketing, Software Development, Training, Certification, Licensing), 'Industry Focus' (Education, Financial Services, General - Applicable to All, Healthcare, Life Sciences, Nonprofit, Professional Services), and 'Works With Products'. The main content area shows 'Showing 1-10 of 13 Results' and a 'Sort by' dropdown set to 'Best Match'. Three search results are visible, each with a star rating and a '(6)', '(1)', and '(1)' count respectively. The first result is 'Microsoft Dynamics CRM SiteMap Editor' (5 stars, 6 reviews), the second is 'Partner Relationship Management Portal for Microsoft Dynamics CRM 2011' (5 stars, 1 review), and the third is 'Health Plan Sales Template for Microsoft Dynamics CRM' (5 stars, 1 review). Each result includes a brief description, a version number, and a release date.

Search Results for microsoft...

All Departments | Microsoft Dynamics CRM | Microsoft Dynamics ERP | Sign In | United States

Microsoft Dynamics Marketplace

Get Listed | Help | About | Free CRM Online Trial

Refine Results

Applications (selected) | Professional Services | Companies

Business Need

- Cloud Computing
- Communication, Mobile, E-mail
- Operations, Supply Chain Management
- Sales, Marketing
- Software Development
- Training, Certification, Licensing

Industry Focus

- Education
- Financial Services
- General - Applicable to All
- Healthcare
- Life Sciences
- Nonprofit
- Professional Services

Works With Products

Search: microsoft labs

Showing 1-10 of 13 Results | Sort by: Best Match | Rating | Name | Release Date

Microsoft Dynamics CRM SiteMap Editor (5 stars, 6 reviews)
Online Application by: Microsoft Dynamics Labs
Microsoft Dynamics CRM SiteMap Editor provides a quick and easy way for users to update the site map through a user interface within Microsoft Dynamics CRM. Users will be able to immediately see the...
APPLICATION DETAILS | VERSION: 1.0.0.11221 | RELEASE DATE: 1/1/2012

Partner Relationship Management Portal for Microsoft Dynamics CRM 2011 (5 stars, 1 review)
Online Application by: Microsoft Dynamics Labs
The Partner Relationship Management (PRM) Portal allows businesses to use Microsoft Dynamics CRM to distribute sales leads and centrally manage sales opportunities across channel partners. It provides pre...
APPLICATION DETAILS | VERSION: 1.0.0.009 | RELEASE DATE: 12/2/2011

Health Plan Sales Template for Microsoft Dynamics CRM (5 stars, 1 review)
Online Application by: Microsoft Dynamics Labs
Health Plan Sales Template for Microsoft Dynamics CRM is a kit that contains customizations to Microsoft Dynamics CRM and Microsoft Dynamics CRM Online that demonstrates how health plans can easily move...



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