



Make Better Business Decisions with Microsoft CRM

Datasheet

GAIN INSIGHT

Businesses need information to make decisions and respond quickly to changes in its business operations, competition, and customer needs. The format and delivery of that information in a consumable and actionable way is just as important as the information itself.

Executives want a high level summary that shows them the health of their business. *Managers* want a detailed breakdown of functional performance so they can pinpoint problems and take action to resolve them. *Line-of-business workers* need real-time customer information in the flow of their work so they can generate more sales or address customer problems more effectively.

Microsoft offers a suite of business intelligence products that work with Microsoft Dynamics CRM 3.0. Together, the tools help users at all levels of the organization gain customer insight and make better decisions, allowing the company as a whole to respond quickly to changing business dynamics in today's competitive business environment.

FROM INFORMATION TO ACTION

Using predictive analytics, Microsoft CRM helps turn your CRM data into useful, actionable information:

- Prioritize leads based on historical analysis of previous leads that are more likely to convert to opportunities.
- Recommend cross- and up-sell opportunities by identifying products and services that the customer is most likely to purchase, based on past purchase histories of the customer and similar customers.
- Generate target prospect lists for marketing campaigns based on likelihood that each prospect will convert to a customer with the campaign.
- Combine your data with integrated workflow to respond in real-time to business changes. For example, support cases that are predicted to take a long time to solve can be automatically escalated which reduces the risk of customer defects.



Gain valuable business insight from key performance indicators and predictive business analysis.

Microsoft CRM Analytics Foundation

- Turn business insight into profitability through action
- Boost revenue and customer retention with predictive analytics
- Deliver easier enterprise-level reporting through familiar Microsoft® Office applications.

Microsoft Dynamics CRM 3.0

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ABOUT MICROSOFT CRM

Business moves at light speed today, requiring that every company continuously reexamine direction, strategies, suppliers, partners—literally every variable and relationship that might lead to complacency. The intensified search for competitive advantage may mean that some of your best customers pick up and leave without you ever knowing that there was a problem. How well can you react to—and even predict—ever-shifting customer needs and competitor moves?

Infuse your organization with new levels of customer intelligence using Microsoft Dynamics CRM 3.0, an all-new customer relationship management (CRM) system that gives every customer-facing employee the information they need to truly impress customers. With Microsoft CRM, you can create a centralized repository of customer data that sits neatly alongside Microsoft® Office and Microsoft® Office Outlook®—the applications your employees probably use every day. From Outlook, employees access Microsoft CRM sales, marketing, and customer service modules to make sales decisions, market products, solve problems, and get strategic views of the business. It's CRM that works—and works very well—because it works the way your users already do, works the way your business already does, and works the way technology should.

Learn more about Microsoft CRM at <http://www.microsoft.com/crm>

ABOUT MICROSOFT CRM ANALYTICS FOUNDATION

Microsoft CRM Analytics Foundation is a business intelligence solution accelerator for Microsoft CRM customers and partners.

With Analytics Foundation,

- Executives can better track and manage business performance through dashboards
- Managers and employees can create reports quickly and make better decisions
- Sales, marketing, service employees can identify new opportunities to grow revenue and increase efficiency through predictive analytics.



Microsoft®

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