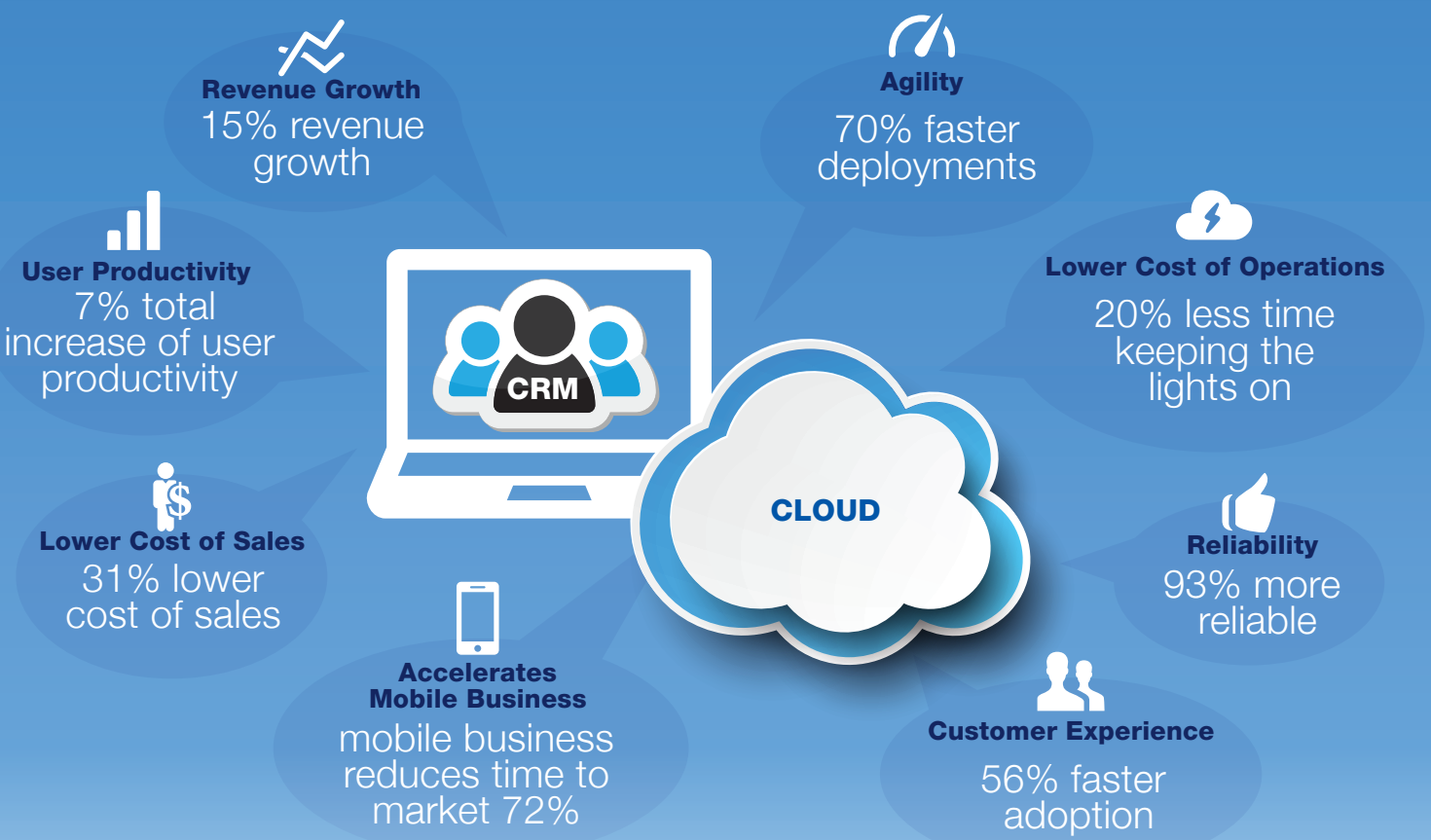


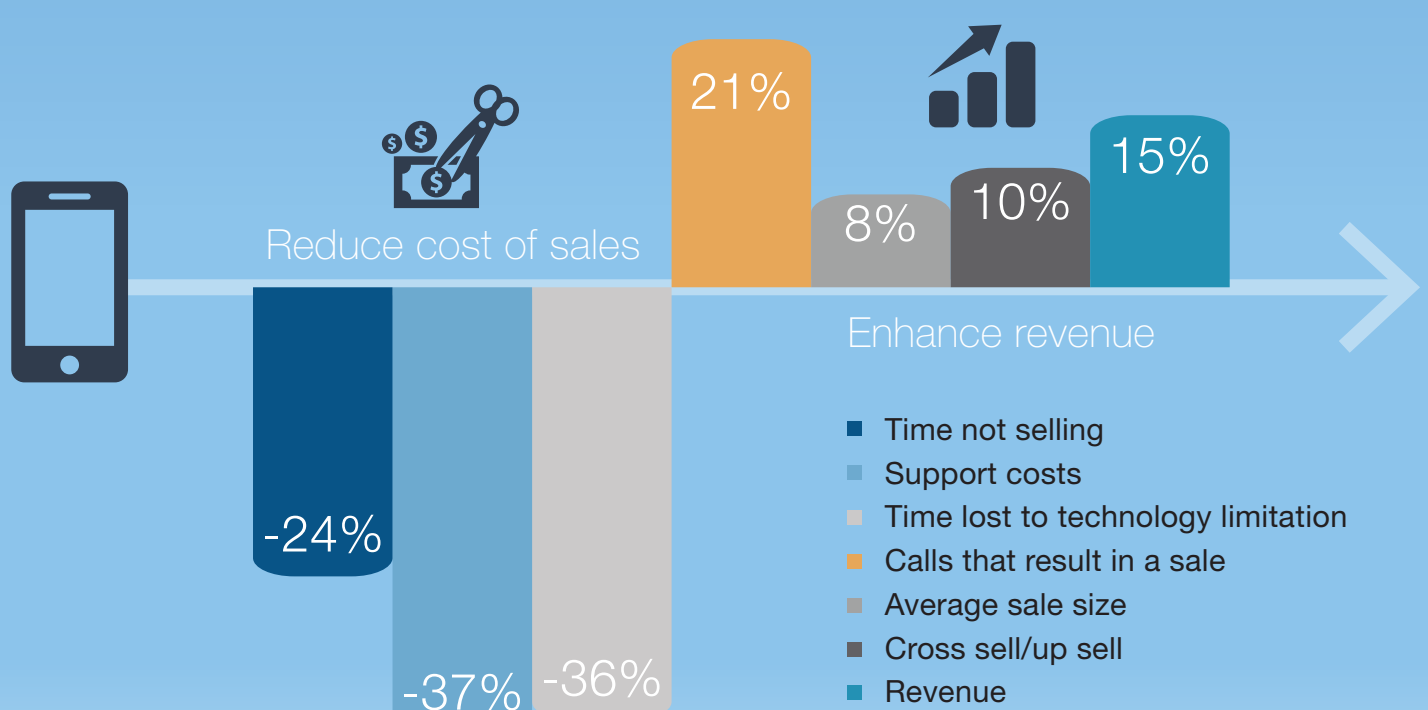
The Business Value of Cloud-Based Customer Relationship Management

Benefits at the Intersection of CRM and Cloud

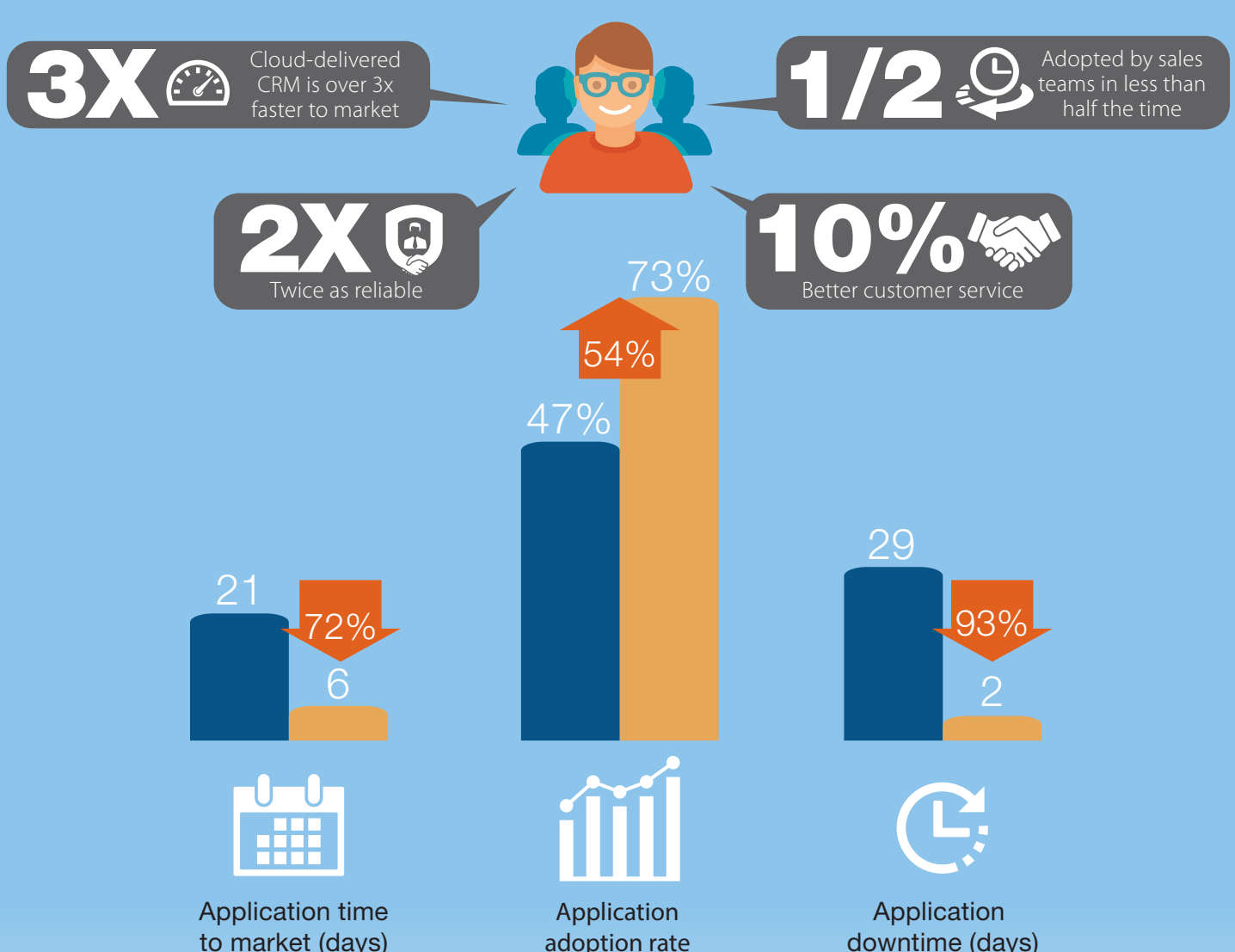


Cloud CRM Enables Mobile Sales

Reduces cost of sales and makes sales staff more efficient, leading to higher revenues

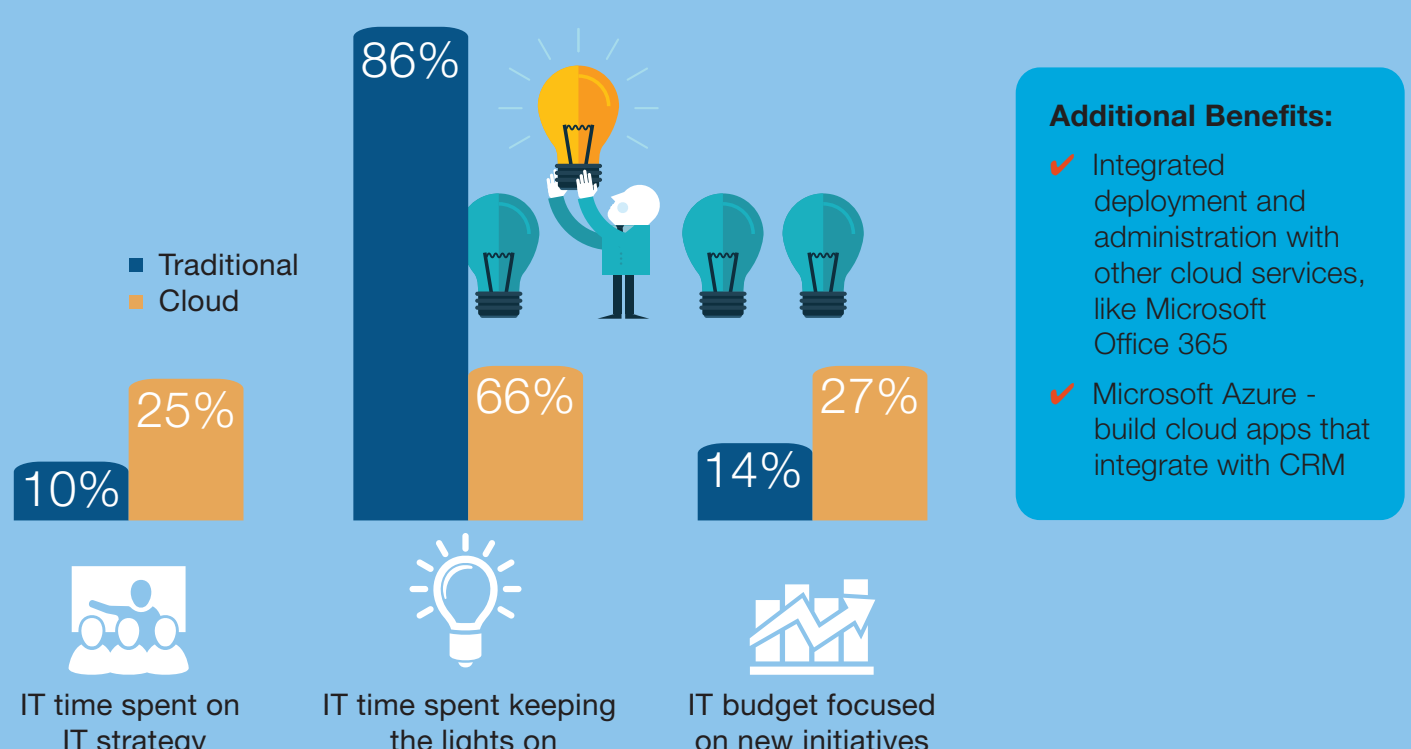


Cloud Enhances the End-User Experience



Cloud CRM Frees Up IT Assets and Budget

Resources can be spent more strategically



Additional Benefits:

- Integrated deployment and administration with other cloud services, like Microsoft Office 365
- Microsoft Azure - build cloud apps that integrate with CRM