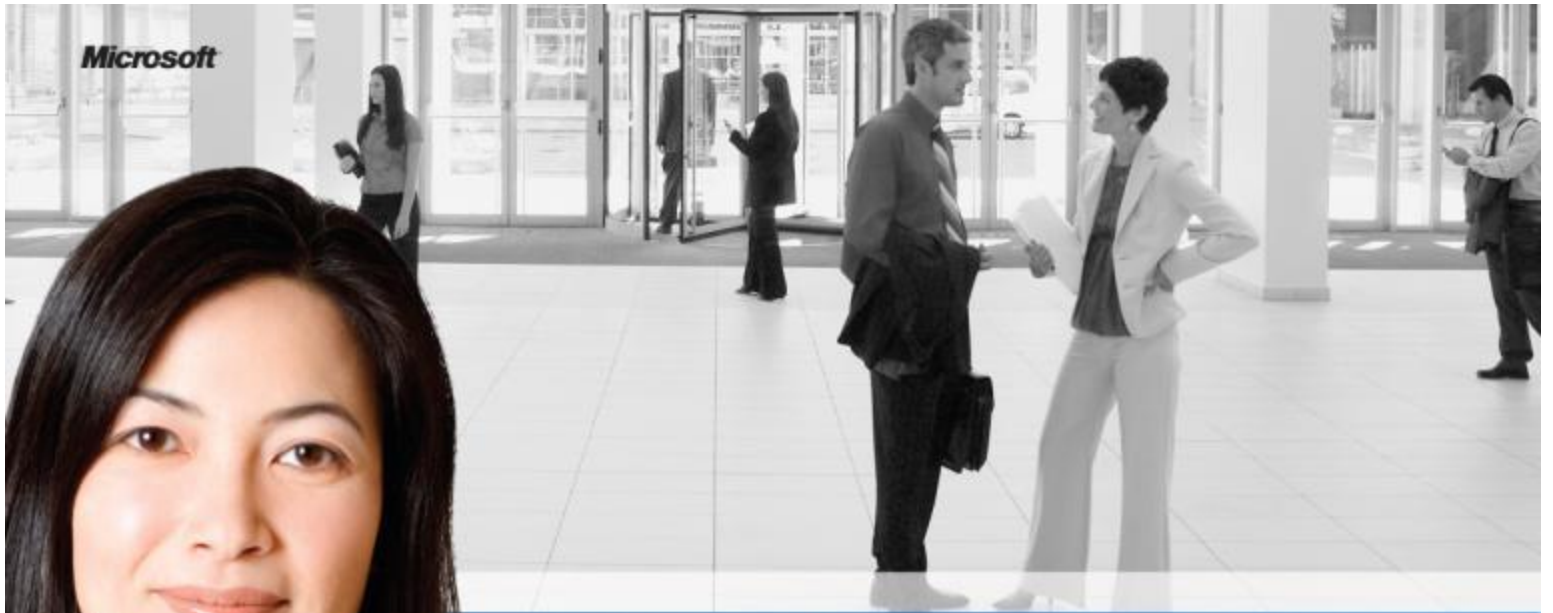Microsoft

ENTERPRISE PERFORMANCE AND SCALABILITY

Microsoft Dynamics CRM 4.0

March 2008

Microsoft Dynamics CRM

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Enterprise Performance and Scalability

Introduction

Microsoft Dynamics™ CRM 4.0 is designed to help enterprise organizations attain a 360-degree view of customers, achieve reliable user adoption, adapt quickly to business change, and accelerate project delivery and returns–all on a platform that provides enterprise levels of scalability and performance.

Microsoft Dynamics CRM 4.0 addresses the stringent requirements of the enterprise in the areas of performance and scalability, application flexibility, efficient manageability, and network configurability.

- **Performance and scalability**: Microsoft Dynamics CRM takes unique advantage of the Microsoft® Windows® operating system and Microsoft SQL Server® database platforms to provide enterprise levels of performance and scalability while keeping costs under control. Application tuning can be carried out using commonly-available skills and tools sets, and the application is designed for easy horizontal scaling through standard network load balancing methods.

- **Application flexibility**: Microsoft Dynamics CRM is engineered for change with point-and-click customization and a metadata-driven portable application model. The application is built on a highly flexible architecture based on industry standards such as Microsoft .NET, XML, and Web services.

- **Efficient manageability**: Microsoft Dynamics CRM helps improve application manageability through integration with enterprise systems management products such as Microsoft System Center Essentials. Multiple deployment models are available, including on-premise, hosted, and hybrid, and customers can change between deployment models seamlessly as their needs change.

- **Network configurability**: Microsoft Dynamics 4.0 allows customers to provide a streamlined and high performance experience to users in global enterprise deployments. Microsoft Dynamics CRM components can be customized based on an organization's business model and bandwidth requirements to provide efficient bandwidth utilization for their environment.

Microsoft Dynamics CRM does all this while helping to keep costs under control by enabling enterprise customers to implement, manage, and maintain their system using readily-available resources. With multiple deployment options, companies can design their implementation to meets their need as economically as possible. A highly flexible architecture help organizations to maintain the value of the customizations and change quickly to meet business needs as the market changes.

MICROSOFT DYNAMICS CRM 4.0 IS ENGINEERED TO MEET ENTERPRISE PERFORMANCE AND SCALABILITY REQUIREMENTS.

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User Scalability

In order to successful meet the demands of a mission-critical enterprise solution, an enterprise CRM application must provide responsive performance under heavy user load, including times of peak utilization.

User agents in a call center need quick access to customer records in order to resolve customer issues quickly and help ensure customer satisfaction. In a global sales network, when the solution is responsive, it helps to improve user adoption, leading to better data capture and sales execution.

Microsoft Dynamics CRM is designed to meet enterprise scalability requirements, and can be cost-effectively optimized and tuned using readily available resources and tools. Microsoft customers are using Microsoft Dynamics CRM today in multi-thousand user deployments and expanding those deployments to include tens of thousands of users.

In benchmark testing, Microsoft Dynamics CRM demonstrated the ability to scale to meet the needs of an enterprise-level, mission-critical workload of 24,000 concurrent users while maintaining performance at sub-second response times. For more information on this benchmark, see the *Microsoft Dynamics CRM User Scalability for the Enterprise* white paper.

Bandwidth Utilization

Efficient bandwidth utilization can be critical for organizations with global deployments, particularly those that connect over wide area network (WAN) links of variable quality.

In an organization with a global follow-the-sun call center, it is vitally important that service agents have timely access to customer data across regional boundaries in order to provide responsive customer service. Fast data access enables agents to reduce call times and improve customer satisfaction.

Microsoft Dynamics CRM is designed to provide a high level of performance over both local area networks (LANs) and wide area networks (WANs) in enterprise scenarios. The Microsoft Dynamics CRM user interface can be easily customized to fit bandwidth requirements, and communications can be tuned to minimize latency. Microsoft is committed to a strategy of continual improvement in addressing the network performance challenges of global organizations.

Multiple enterprise customers have successfully tested and deployed Microsoft Dynamics CRM in global sales organizations where thousands of users connect to a single centralized instance of the application.

Comparative network performance tests of Microsoft Dynamics CRM 3.0 and Microsoft Dynamics CRM 4.0 demonstrated the ability of Microsoft Dynamics CRM to provide responsive performance in enterprise scenarios. For more information on this benchmark, see the *Microsoft Dynamics CRM Bandwidth Utilization Improvements* white paper.

Data Volume

As companies capture more and more of their CRM processes electronically, and data storage costs drop, databases are only increasing in size. Modern enterprise CRM systems must be able to scale to any size database and provide fast access to data under heavy usage.

Data scalability affects an organization's ability to make customer data such as buying patterns, past purchases, and service history available to end users. Capturing customer data and making it readily available to users so they can achieve a 360-degree view of the customer is a core component of the Microsoft CRM strategy.

Microsoft Dynamics CRM makes native use of the Microsoft SQL Server platform, enabling organizations to optimize and tune their CRM data storage using commonly available tools and skill sets.

Reducing the need to archive historical data enables an organization to achieve better visibility into their customers.

Testing of Microsoft Dynamics CRM based on customer requirements showed the ability of Microsoft Dynamics CRM to maintain responsiveness in a call center with a database of over 1 billion records. For more information on this benchmark, see the *Microsoft Dynamics CRM Database Scalability for the Enterprise* white paper.

Customers

Microsoft Dynamics CRM is used today in thousands of enterprise environments. Here are a few customers who are using Microsoft Dynamics CRM today:

ING uses CRM in multiple branches around the world as a relationship management platform for procurement, and as an IT-hosted multitenant solution for accelerated delivery of CRM to multiple divisions.

Nortel chose to replace its legacy CRM systems with Microsoft Dynamics CRM in a global deployment of over 3,000 users in order to improve user adoption and provide its employees with greater visibility into customer data.

TESTING SHOWED THE ABILITY OF MICROSOFT DYNAMICS CRM TO MAINTAIN RESPONSIVENESS IN A CALL CENTER WITH A DATABASE OF OVER 1 BILLION RECORDS.

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Conclusion

Microsoft Dynamics CRM helps companies realize cost benefits through deep integration with key Microsoft business applications and components, allowing companies to take advantage of existing investments in technology, infrastructure, and resources to maintain and optimize the application. Testing and benchmark results show that Microsoft Dynamics CRM is capable of supporting enterprise scenarios in the areas of user scalability, bandwidth utilization, and database scalability. Enterprise customers are taking advantage of the scalability and performance of the Microsoft Dynamics CRM platform. Contact your Microsoft representative for more information.

Resources

Resources related to Microsoft Dynamics CRM 4.0 in the enterprise:

- [Microsoft Dynamics CRM User Scalability for the Enterprise white paper](#)

- [Microsoft Dynamics CRM Bandwidth Utilization Improvements white paper](#)

- [Microsoft Dynamics CRM Database Scalability for the Enterprise white paper](#)

- [Microsoft Dynamics CRM Tuning and Optimization white paper](#)

- [Microsoft Dynamics CRM Performance and Scalability Toolkit](#)

- [Microsoft Dynamics CRM in the Enterprise brochure](#)

- [Microsoft Dynamics CRM Web Site](#)

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