

MANUFACTURING

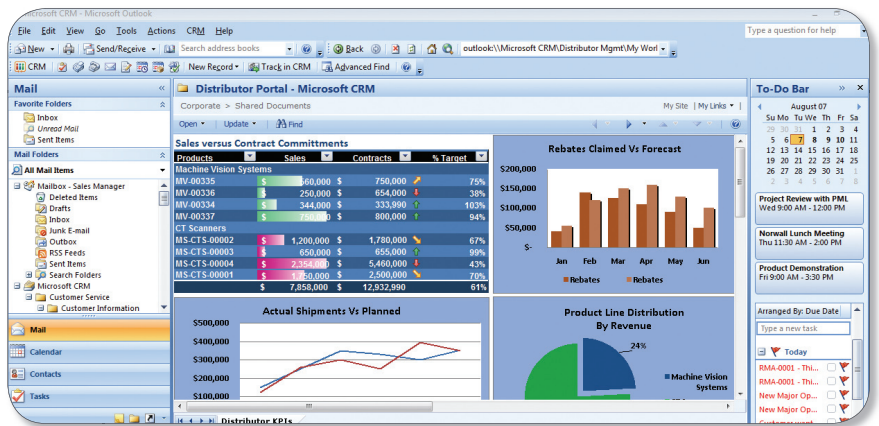
Benefits

- **Find new revenue opportunities.** Give manufacturing salespeople the tools and information they need to pursue new customer and distribution partner deals and contracts.
- **Increase existing customer profitability.** Provide sales and service representatives with a comprehensive view of customer accounts across divisions and departments to identify opportunities for improved margins.
- **Manage field service effectively.** Equip field service technicians with mobile, device-independent access to case management, scheduling, and inventory tools.
- **Get more out of marketing.** Target partners and customers effectively by understanding past buying behavior, contracts, competitors, and pricing.
- **Integrate with demand planning.** Share information such as large deals that impact demand plans with supply chain colleagues for improved demand and supply forecasting.
- **Enable a mobile workforce.** Let sales and service people work virtually anywhere through mobile solutions that are integrated with back-office systems.
- **Increase productivity.** Equip people with familiar, easy-to-use tools for capturing and accessing customer and product information while reducing administrative burdens.

Microsoft Dynamics CRM

Microsoft Dynamics™ CRM works like people do. Its easy-to-use interface helps people identify new revenue opportunities, increase productivity, and deliver excellent customer service.

Manufacturers strive for profitability in every transaction and customer relationship. Microsoft Dynamics CRM provides familiar tools that let technology recede to the background so that people can focus on their real jobs and be much more productive.



Microsoft Dynamics CRM works like and with familiar Microsoft® productivity tools, such as Microsoft Office SharePoint® Server, making it easy for your people to learn and use. Dashboards such as the Distributor Portal shown here deliver fast, relevant access to critical business information.

Empower your people to attract new customers, hunt for new business, deliver excellent service, and increase the profitability of existing customers.

With Microsoft Dynamics CRM, marketing, sales, and service people have the information they need, when and where they need it. That kind of flexibility allows people to focus on their jobs, not on technology.

FEATURES

BENEFITS

Sales Opportunity Management

When sales representatives are free from manual administrative tasks, they have more time to close new business. Salespeople can use pipeline and forecast tools to help maximize their sales, and managers can use workflow tools to define the optimal sales process.

Integrated Case Management

Customers demand prompt, thorough service. Outstanding service requests can be recorded by customer care representatives and tracked to completion by field service technicians who can access customer and product information onsite using Microsoft Dynamics CRM mobile capabilities.

Customer Information Management

Use comprehensive, searchable customer information to improve productivity and responsiveness. Record and manage all interactions, track projects, and view comprehensive customer scorecards.

Alerts and Workflow to Feed the Demand Planning Process

Use reports and workflow rules to automatically identify transactions that impact the demand forecast. Pre-defined alerts help ensure demand planning information gets to the right people across the supply chain.

Product Lifecycle and Tracking Tools

Arm sales and service staff with accurate, up-to-date information about existing and new products. Alerts can be set up to streamline follow-up on products that have been delayed, or built to fit specific timelines or requirements.

Secure Customer Self-Service Portal Capabilities

Free up customer service representatives for more value-add activities by enabling customers to access information about their account and make online requests by integrating with Microsoft Office SharePoint Server.

In-Depth Business Intelligence

Quickly analyze and share real-time information about changing customer needs and market trends using familiar Microsoft tools. For example, easily export a list of sales opportunities into Microsoft Office Excel® to create a manufacturing demand plan.

Integration with Existing Systems and Partner Solutions

Microsoft Dynamics CRM can be integrated with existing systems and partner solutions, helping maximize the value of technology investments. For example, to support a streamlined quote-to-order process, Microsoft Dynamics CRM can be integrated with a product configuration solution and order processing module.

Communication Tools to Manage Broad, Personalized Mailings

Drive additional revenue by keeping customers and distribution partners or dealers up-to-date on new products and promotions. Streamline tasks using comprehensive list management functionality to determine criteria for communications.

Marketing and Response Management Tools

Attract and recruit new customers with marketing planning, execution, and response management tools. All communications, including mailings, phone calls, and e-mails, can be tracked and flagged with alerts to help ensure effective follow-up.

Employee Communications and Skill Development

Microsoft Dynamics CRM is easy to learn and use, which helps ensure all employees can benefit from it. In addition, the dashboard portal and communication tools make it easy to manage employee training and keep them informed of process and policy changes.

For more information about Microsoft Dynamics CRM, visit: www.microsoft.com/dynamics/crm.

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