Microsoft

Microsoft Dynamics CRM 4.0

Microsoft Dynamics™ CRM 4.0 provides fast, flexible and familiar business software that gives worldwide organizations the applications and tools they need to improve marketing, sales, and customer service efficiency and effectiveness.

Power your business growth with Microsoft Dynamics CRM 4.0. This highly flexible customer relationship management (CRM) system gives users the ability to create a holistic view of each customer, from initial contact through post sales and service. Microsoft Dynamics CRM business software also provides the Power of Choice to make it easy for you to evolve your business unencumbered by technology limitations.

Because it is built using reliable industry-standard technology, Microsoft Dynamics CRM easily adapts, grows, and scales right along with your business. Native Microsoft Office Outlook® experience coupled with a solid analytics platform means that Microsoft Dynamics CRM can help you attain rapid user adoption, adapt to market changes, deliver products faster, and achieve a fast return on investment.

Microsoft Dynamics CRM 4.0 provides a host of new features, enhancements, and capabilities that can empower your entire organization. The improvements in Microsoft Dynamics CRM 4.0 enable your organization to:

ENHANCE USABILITY

Encourage user adoption and enable people to work more productively by providing a CRM solution with a familiar, intuitive user interface. Microsoft Dynamics CRM 4.0 delivers CRM functionality and data as an extension of Microsoft Office Outlook so users can work in an environment they already use and understand.

STREAMLINE BUSINESS PROCESSES

Promote consistent, rapid execution of marketing, sales, and service processes with an extensive platform and workflow tools. Microsoft Dynamics CRM 4.0 provides exceptional access to design tools built for end users, power users, and administrators so they can build custom solutions that streamline everyday processes and capture best practices.

REPORT WITH EASE

Turn CRM data into actionable insight with wizard-based tools that enable end users to create sophisticated reports without the assistance of the IT department. Microsoft Dynamics CRM 4.0 gives people rapid, relevant access to reporting and data so they can make faster, better-informed decisions.

Fits Your People
Rich CRM capabilities within a familiar Microsoft Office experience

Fits Your Business
Flexible design and process automation with real-time business insight

Fits Your Environment
Fast to deploy, simple to customize and easy to manage

Microsoft Dynamics CRM

New Features in Microsoft Dynamics CRM 4.0 include...

Multi-language Support

Multi-currency Support

Multi-tenancy

Smart Search

Multi-stage Workflows

Metadata Application Programmer Interface

Support for SQL Mirroring

Clustering and Load Balancing

Internet Facing Deployment

Presence Management

Resource Center

Advanced Relationship Modeling

Advanced Diagnostics

Portable Application Model

Duplicate Detection

Data Import Wizard

Windows Workflow Foundation

Workflow Wizard

Promote E-mail to Lead

Promote E-mail to Case

Web Mail Merge

Reporting Wizard

Scheduled Reporting

Offline Reporting

Smart Navigation

Offline Customizations

Smart Tracking

... and many more!

MANAGE DATA INTELLIGENTLY

Help people import data rapidly and consistently so they can start working right away while preserving the integrity of your valuable customer information and reducing the risk of errors. Microsoft Dynamics CRM 4.0 provides easy-to-use tools for accurate, repeatable data imports, including detection and merge or deletion of duplicate records.

ALIGN BUSINESS AND TECHNOLOGY

Choose how you implement and how you use your CRM system so that you can tailor the solution to match your unique business. Microsoft Dynamics CRM 4.0 allows you to choose on-demand, on-premise, and hybrid deployments with flexible licensing options that preserve your ability to adapt as business requirements change.

SUPPORT GLOBAL BUSINESS REQUIREMENTS

Compete on a global basis with enhanced support for multiple languages, currencies, and time zones. Microsoft Dynamics CRM 4.0 enables your organization to work seamlessly in multiple languages and currencies, whether at a single location or across the globe.

EFFECTIVELY MANAGE CRM

Provide administrators with real-time visibility into how the CRM system is functioning and enable them to identify and resolve issues quickly. Diagnostic viewers and troubleshooting tools in Microsoft Dynamics CRM 4.0 enable your IT staff to keep the system running responsively every day and reduce losses caused by unscheduled downtime.

IMPROVE MANAGEMENT EFFICIENCY

Enable your IT team to deliver powerful CRM capabilities while keeping costs under control. Centralized management, streamlined tools, and painless upgrades to Microsoft Dynamics CRM 4.0 help improve efficiency so IT professionals can concentrate on strategic business initiatives.

DELIVER AVAILABILITY, PERFORMANCE, AND SCALABILITY

Ensure that your CRM data is available when it's needed without interruption. Microsoft Dynamics CRM 4.0 includes significant enhancements to availability, performance, and scalability to help ensure that CRM data is available 24 hours a day and 7 days a week, no matter the size of your organization.

QUICKLY DEVELOP, INNOVATE, AND DEPLOY

Customize and extend your CRM solution with sophisticated and flexible development tools based on standard technologies. Microsoft Dynamics CRM 4.0 is built on the .NET platform, allowing you to call upon a deep pool of existing developer talent to help make your customization effort fast and cost-effective.

LEARN MORE ABOUT MICROSOFT DYNAMICS CRM

To learn more about the full suite of Microsoft Dynamics CRM marketing, sales, and customer service capabilities visit http://www.microsoft.com/dynamics/crm.

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