c360 Web Connect for Microsoft CRM 3.0
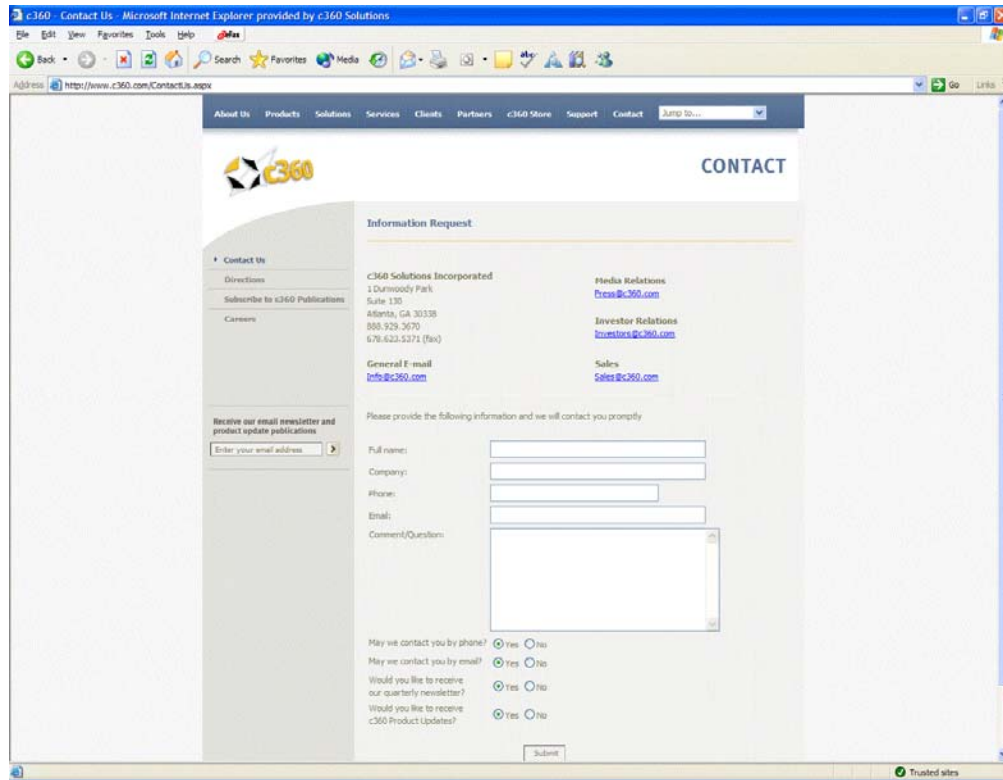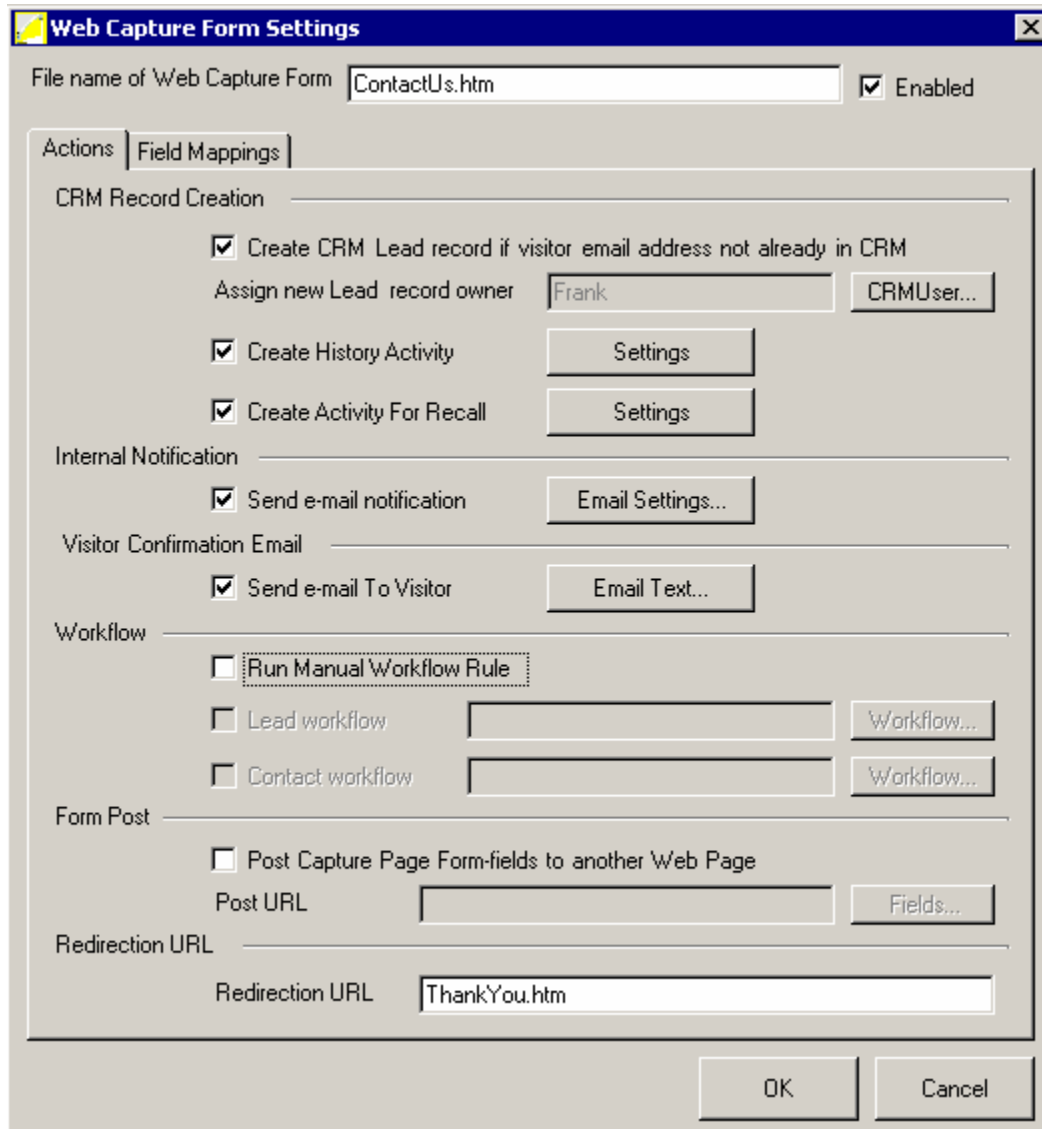
c360 Web Connect for Microsoft CRM 3.0 is a Microsoft CRM compatible component that allows organizations using Microsoft CRM to easily integrate their web site to Microsoft CRM for lead and web visitor activity capture. Web Connect will allow organizations to:

- Link multiple web site forms to CRM to create Lead and Activity records.
- Email all web form values and actions taken to an SMTP address, record owner, record owner's manager or team in CRM
- Query for existing matches in CRM and create new Lead or Activity depending on whether email address was matched to an existing Lead or Contact
- Create an additional CRM activity to log form field values and actions taken
- Send a configurable HTML or text (administrator may specify) formatted confirmation email to visitor
- Specify a URL to which to post one or more of the form field values (e.g. this action may be used for opting visitor into a 3rd party email list)
- Run workflow rules in CRM

Web Connect will easily integrate web page capture information into Microsoft CRM and allow actions to be taken against that data

The Web Connect administration interface allows configuration options to be set on a per-web form page allowing for different actions to be take per web form

Web Connect Setup Tool

Web Connect will include an administrative tool that will allow you web/CRM administrator to:
- Map form field names to lead and activity values in CRM
- Select, per capture page, which of the available actions to perform
- Define, per capture page, which page to use for visitor redirection
- Define, per capture page, whether newly created activities should be created in open or complete status

Licensing
Web Connect is included in the c360 Sales Productivity Pack. The number of Sales Productivity Pack licenses must equal or exceed the number of assigned user licenses or Web Connect will not function. For example, a company that has purchased 25 Microsoft CRM licenses, but has only 11 of them assigned to users needs 11 Sales Productivity Pack licenses.

Special Support Information and Required Implementation Skills
Please read prior to purchase: The installation and configuration of Web Connect requires knowledge of web fundamentals and technologies including HTML, HTML forms, java script and web publishing.

Support, Upgrades and Enhancements
The list price of Web Connect includes first year support (product issues only per the previous section), upgrades and enhancement per the c360 Solutions Software license agreement. After the first year, a support and enhancement plan can be purchased for 20% of the total cost of all Web Connect licenses. Please refer to the next section titled Dashboard upgrade for additional information.

Information
For more information on c360 Summary and the Core Productivity Pack, contact your c360 reseller:

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