

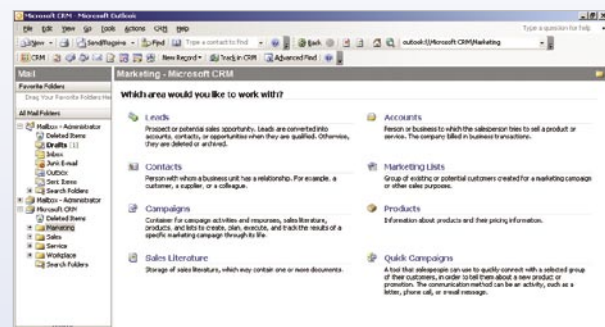
Microsoft Dynamics™ CRM 3.0

Marketing Datasheet

Microsoft Dynamics™ CRM 3.0 Marketing enables sales and marketing professionals to deliver targeted communications to prospective and existing customers, shorten the sales cycle, and improve close rates.

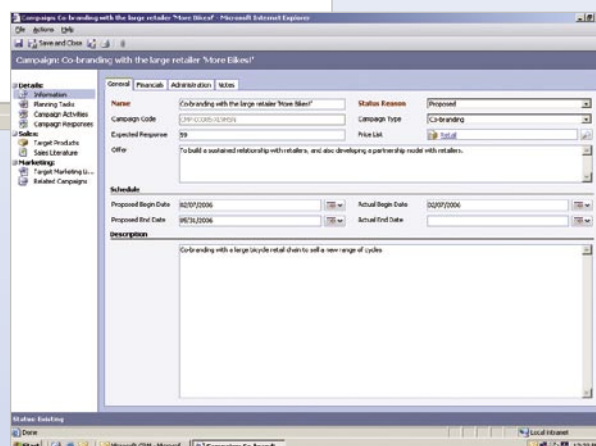
CRM That Works the Way You Do

Microsoft® CRM 3.0 fosters rapid adoption by enabling sales and marketing professionals to work within the familiar Microsoft Office Outlook® environment they use every day, ensuring that they can take full advantage of its features and capabilities from day one.



Use customizable templates to create and send e-mail campaigns to target customers.

Convert leads to opportunities with a single click.



PLAN MORE PROACTIVELY

Transform customer information into clear, actionable knowledge that enables your company to respond quickly to changing customer preferences and emerging market opportunities.

CREATE A CLEAR CUSTOMER VIEW

Provide your marketing organization with instant access to complete customer information.

UNDERSTAND WHAT CUSTOMERS TELL YOU

Reporting and analysis tools built on Microsoft SQL Server™ Reporting Services give you the precise customer knowledge you need to make sound decisions quickly.

MANAGE WORK MORE EASILY

Microsoft CRM delivers CRM functionality as a natural extension of Microsoft Outlook. Manage customer e-mail, appointments, tasks, and contacts from a single business application.

EXECUTE SMARTER CAMPAIGNS

Use intelligent list and segmentation tools to reach prospective customers quickly and effectively, and transform successful campaigns into templates that can easily be reused in the future.

GET REAL-TIME VISIBILITY

Comprehensive reporting and analysis tools help you track response rates, measure interest levels, and monitor costs for every campaign and activity in real-time.

BUILD DEEPER CUSTOMER RELATIONSHIPS

Use a closed-loop view of each customer's preferences, relationships, and buying history to anticipate their future needs.

LAUNCH CAMPAIGNS QUICKLY

Transform successful campaigns into templates that make it easy to quickly launch future campaigns.

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About Microsoft CRM

DEVELOP LISTS MORE EFFICIENTLY

Microsoft CRM 3.0 streamlines processes for defining, using, and sharing lists within your organization.

List creation: Automatically create lists based on accounts, contacts, or leads. Generate new lists through individual lookups, or use Advanced Find to identify potential customers based on a wide range of user-specified criteria.

List import: Easily import information on contacts and leads. Integrate leads from sources such as databases, text files, and Microsoft Excel®.

List maintenance: Quickly add or remove members from lists. Define dynamic lists where the membership changes in real time or static lists with fixed membership groups.

BETTER MANAGE CAMPAIGNS

Microsoft CRM 3.0 enables you to develop sophisticated marketing campaigns that coordinate campaign activities, materials, and resources.

Plan campaigns: Use predefined system templates, save campaigns as templates to re-use for future campaigns, or create new campaigns from scratch. Define tasks, activities, and marketing materials for the entire campaign life cycle, create budgets, and define follow-up activities for respondents and non-respondents.

Execute campaigns: Schedule campaign activities to be performed immediately or at specific times in the future.

Track responses: Drive closed-loop campaign execution by tracking responses to every campaign activity.

Monitor results: Generate detailed real-time performance reports that track key performance factors including ROI, response rates, and cost per response.

LAUNCH QUICK CAMPAIGNS

The Microsoft CRM 3.0 Quick Campaign Wizard makes it easy to launch simple, powerful campaigns.

Create a list: Use an existing list or identify high-potential prospects using Advanced Find against contacts, accounts, or leads.

Define an activity: Choose a specific activity for a Quick Campaign, such as e-mail, phone calls, faxes, or meetings, and assign to appropriate people.

Choose a timeline: Define start and completion dates for all Quick Campaign tasks.

Track responses and monitor results: Get detailed Quick Campaign performance reports in real time.

TURN LEADS INTO OPPORTUNITIES

Microsoft CRM 3.0 helps ensure that every qualified lead is routed to the right person quickly, reliably, and automatically.

Improve lead handling: Easily distinguish new prospects from existing customers and promote qualified leads to new opportunities with a single click.

Automatically route leads: Deliver the right lead to the right person based on product, territory, dollar amount, or any other workflow rules that you define.

TRANSFORM INFORMATION INTO MARKETING INTELLIGENCE

Microsoft CRM 3.0 provides the business intelligence tools you need to understand your customers, analyze your products and services, and pinpoint key patterns and trends.

Identify sales trends: Introduce new products and services efficiently, and improve up-sell and cross-sell opportunities.

Forecast future sales performance: Allocate marketing resources based on a clearer understanding of trends and opportunities.

Build customer loyalty: Take advantage of service knowledge to proactively suggest replacements or renewals, or even to reward frequent customers.

Built on the scalable and security-enhanced Microsoft .NET platform and leveraging standard tools and technology, including Microsoft SQL Server™, Microsoft BizTalk® Server, and Microsoft Visual Studio®, Microsoft CRM 3.0 allows you to take advantage of your existing IT investments and in-house expertise to help minimize your total cost of ownership. The product is available on the latest Microsoft operating systems and servers, including Microsoft Windows® Small Business Server 2003 Premium Edition.

Microsoft CRM is available in 22 languages. For more information on Microsoft CRM visit www.microsoft.com/dynamics/crm.

A global network of Microsoft CRM partners offers consulting and assistance with product installation, customization, support, and training.

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