



## Key Strengths

- Includes sales, marketing & service automation tools
- Embedded within Microsoft Outlook, also accessible by the web & mobile devices
- A single source of customer data
- Interactive dashboards and reporting analytics
- Windows Workflow enforce consistency and automate tasks
- Back-office integration
- Scalability
- Adaptability and customization
- Multi-currency and multi-lingual

Microsoft Dynamics CRM is a full customer relationship management suite with marketing, sales, and service capabilities that are fast, familiar and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships. Microsoft Dynamics CRM works with familiar Microsoft products to streamline processes across an entire business.

Microsoft Dynamics CRM provides marketing professionals with data cleansing and segmentation tools, campaign management features, and insightful marketing analytics to increase the effectiveness of marketing programs, generate demand and better track key performance indicators. Microsoft Dynamics CRM provides a holistic, comprehensive set of marketing capabilities so you can better understand customers and target your resources to the areas of highest returns.

Microsoft Dynamics CRM enables salespeople to create a single view of the customer with tools that streamline and automate everyday sales processes promoting shorter sales cycles, higher close rates, and improved customer retention. With fast access to customer data and history online or offline, your sales professionals will be able to work smarter and spend more time selling.

Microsoft Dynamics CRM delivers customer information, case management, service history, and support knowledge to the desktops of customer service personnel, giving them the tools to deliver consistent, efficient service that enhances customer loyalty and profitability. This solution provides a comprehensive customer service solution that is familiar to users and completely customizable to match your support process.

A cornerstone of Microsoft Dynamics CRM is customer choice. Designed with a single unified code base for both on-premise and on-demand deployments, Microsoft Dynamics CRM enables customers to choose the right deployment model for their specific business and information technology needs, with flexibility to change deployment models over time if business or IT preferences change.

Built on reliable, industry-standard technology, Microsoft Dynamics CRM is an adaptable and affordable CRM system that fits within your existing technology environment.

## Features at a Glance

- Opportunity Management
- Sales Process Management
- Quotes
- Order management
- Sales force management
- Email/Direct Marketing
- Case/Service management
- Email Response management
- Email management
- Searchable KnowledgeBase
- Marketing campaign management



## CRM Comparison

Questions	Microsoft Dynamics CRM	Sage CRM	Sage SalesLogix
Website	<a href="http://crm.dynamics.com">http://crm.dynamics.com</a>	<a href="http://www.sagecrmsolutions.com">www.sagecrmsolutions.com</a>	<a href="http://www.SalesLogix.com">www.SalesLogix.com</a>
Integration to ERP or Accounting Systems - Which?	Microsoft Dynamics; other ERP systems through 3rd party integrations	Sage MAS ERP, Sage Accpac, Sage MAS 90/200, JD Edwards, Oracle financials, Timberline 50	Sage MAS ERP, Sage Accpac, Sage MAS 90/200, JD Edwards, Oracle financials, Timberline 50
Percent of Application Available from Browser, not Including use of Citrix or Terminal Service?	100%	100%	95%
Business Intelligence?	Yes	Third Party	Yes
Can Import Data?	Yes	Yes	Yes
Record Temporary Contact Information and Later Convert to Prospect?	Yes	Yes	Yes
Mass Emails - No Restrictions on Number Sent?	Yes	Partly	Yes
Contact, Account and Opportunity Management?	Yes	Yes	Yes
Computer Telephone Integration?	Third Party	Yes	Yes
Hosted and On-Premise Options?	Yes	Yes	Yes
Unique Feature #1	Most natural way to add CRM capabilities to anyone who uses Office and Outlook; delivers great user experience	Integrated sales, marketing and customer care; easy customization	State-of-art Web client, support for mixture of mobile devices in same implementation.
Unique Feature #2	Event-driven workflow for consistent process execution, alerts & notifications; comprehensive reporting & analysis	Create dashboards with reports, charts, data searches, customer snapshots, lead lists, high priority support issues etc.	Highly customizable with a common codeless customization environment for Web and Mobile clients.
Unique Feature #3	Simplified installation, smooth upgrade path, extensive configuration & customization capabilities, familiar toolset	Ability to migrate between hosted and on premises implementations with all customization intact	Full suite CRM for mid-sized organizations and divisions of enterprise
5 User System Pricing	Workgroup Edition \$2,641	SageCRM.com \$69/user per month SageCRM 100 \$4,470 SageCRM 200 \$7,970	Standard \$6,970 Advanced \$10,970 Premier \$14,470
10 User System Pricing	Professional Edition: \$12,663	SageCRM.com \$69/user per month SageCRM 100 \$7,445 SageCRM 200 \$11,945	Standard \$10,945 Advanced \$15,945 Premier \$19,945
15 User System Pricing	Professional Edition: \$17,938	SageCRM.com \$69/user per month SageCRM 100 \$10,420 SageCRM 200 \$15,920	Standard \$14,920 Advanced \$20,920 Premier \$25,420