

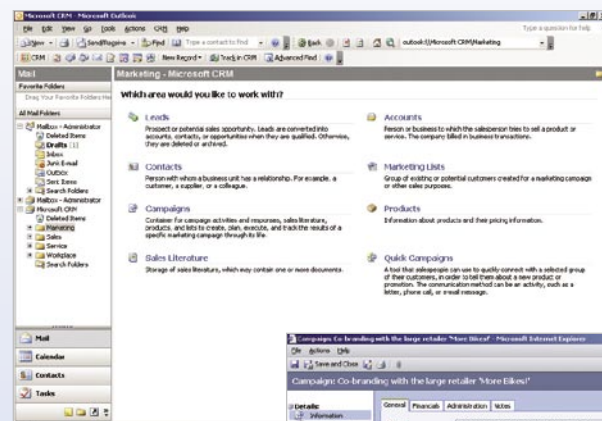
# Microsoft Dynamics™ CRM 3.0

## 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.

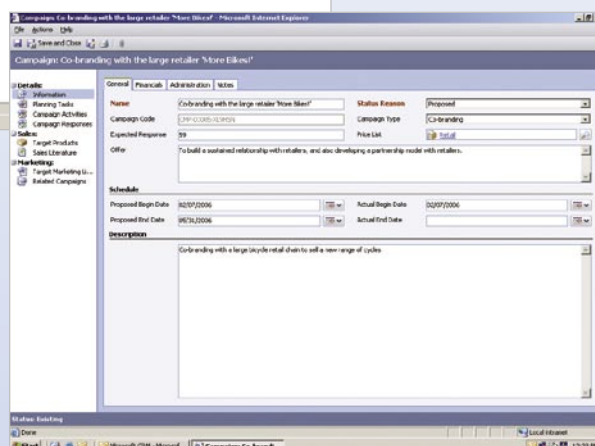
### CRM That Works the Way You Do

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](http://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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