

LuxCloud

TRUST · ENABLE · SCALE



DYNAMICS CRM PRODUCT SHEET

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Version 2.1

1. Solutions benefits

1.1. For the customer

1.1.1. General information

Hosted Microsoft Dynamics CRM equips business professionals with access to customer information through a familiar experience to help ensure rapid user adoption and fast results through a customer relationship management (CRM) solution that offers the following capabilities:

Marketing

Flexible segmentation tools, simplified campaign management capabilities, intuitive response tracking, and insightful analytics.

Sales

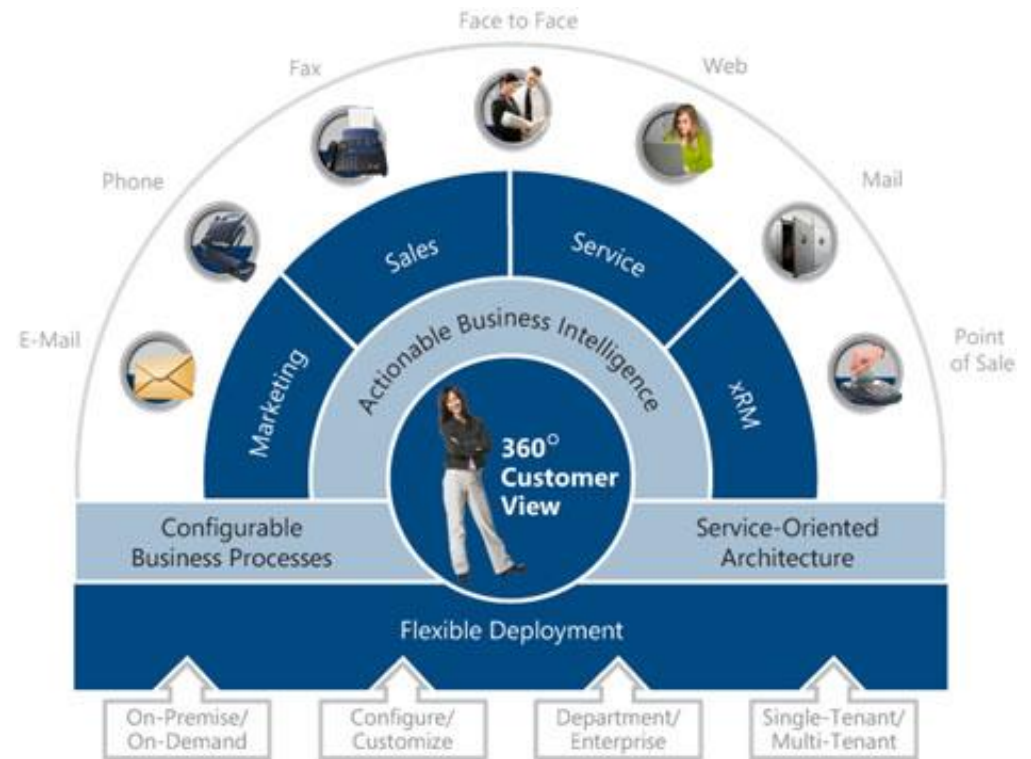
Full lead to cash visibility, lead and opportunity tracking, streamlined approvals, and real-time sales forecasts.

Customer Service

Tools that simplify case management, streamline escalations, improve knowledge sharing, and enable more effective account management.

Extended CRM

A flexible framework that helps organizations create custom business applications and industry solutions.



1.1.2. Microsoft CRM features

With Hosted Microsoft Dynamics CRM, you get the powerful CRM software from Microsoft in the form of a Cloud Service. It provides a direct access from everywhere, clear and predictable prices and a financially supported service level agreement (SLA). With Microsoft Dynamics CRM, your organization gets a full-featured CRM application designed to improve marketing effectiveness, boost sales, and enrich customer service interactions, including:

- Microsoft Outlook integration*
- Customer segmentation and targeting
- Real-time sales collaboration with integrated presence
- Web conferencing, and IM capabilities
- Targeted sales intelligence with visualizations and dashboards
- Multichannel customer support and engagement
- Call center management and automation
- Telephony & computer telephony integration support
- Mobile engagement
- Social media interactivity
- Case and knowledge management
- Workflow automation
- Scheduling capabilities
- Multichannel marketing automation and campaign management
- Marketing and behavioral analytics and dashboards
- Outcome-focused, process-centric applications
- Guided, contextual, and social user experiences

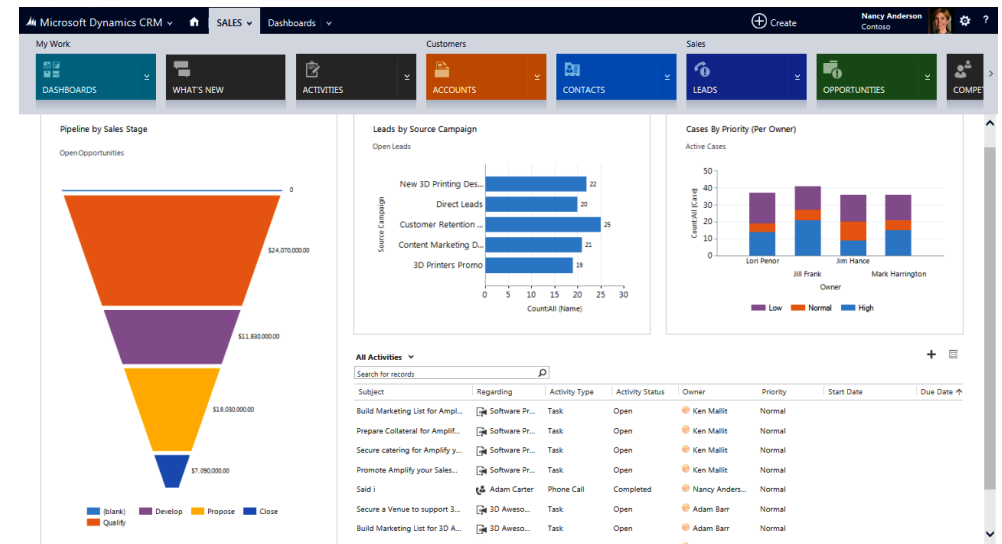


*Outlook client not included

1.2. For the Sales Partner

1.2.1. General information

Customer relationship management (CRM) can help reduce costs and increase profitability by organizing and automating business processes that focus on customer satisfaction and loyalty. With CRM you can deliver your customers a holistic view of each customer and make educated decisions about strategic efforts in the marketing, sales and customer service fields.



1.2.2. Target market & potential customers

The target market for Hosted Dynamics CRM is a collection of rapidly growing and emerging businesses within the SMB (small and midsize business) market and the middle market.

The ideal CRM customer profile

- Decentralized businesses (multiple offices, home offices, traveling sales staff)
- Committed to hosting and subscription-based pricing model
- Wants to pay monthly, not buy a complete solution
- Understands and looking to achieve full Customer Relationship Management
- Desires to outsource IT administration, maintenance and management (system administration, security expertise...)
- Looking for reporting and analytics and on-demand access to information
- Strong customer support
- Desire for partnership (not just a vendor relationship)
- Willing to pay for value

1.2.3. Technical specifications

Hosted Microsoft Dynamics CRM		
Application Components		
Workflows		200 ¹
Custom Entities		300 ¹
Storage per Organization		5 GB ²
User Access		Online & offline
Mobility Support		Included
Application Administration		
Unlimited Application Troubleshooting		Included
Patch Installations		Included
Version Upgrades		Included
Data Migration Tools		Included
Monitoring		
Proactive Response to Alerts		Included
Port and Network Device Monitoring		Included
Proactive Hardware Failure Monitoring		Included
System Software Monitoring		Included
Application Server Monitoring		Included
Database Monitoring		Included
Backup and Recovery		Included
Security		Included
Service Level Agreement		Included
Professional Support Plan		Included

¹A subscription includes 200 Workflows, 300 Custom Entities and 5 GB of data storage shared by all users

²Additional Storage per GB available