



# Why Microsoft Dynamics CRM?

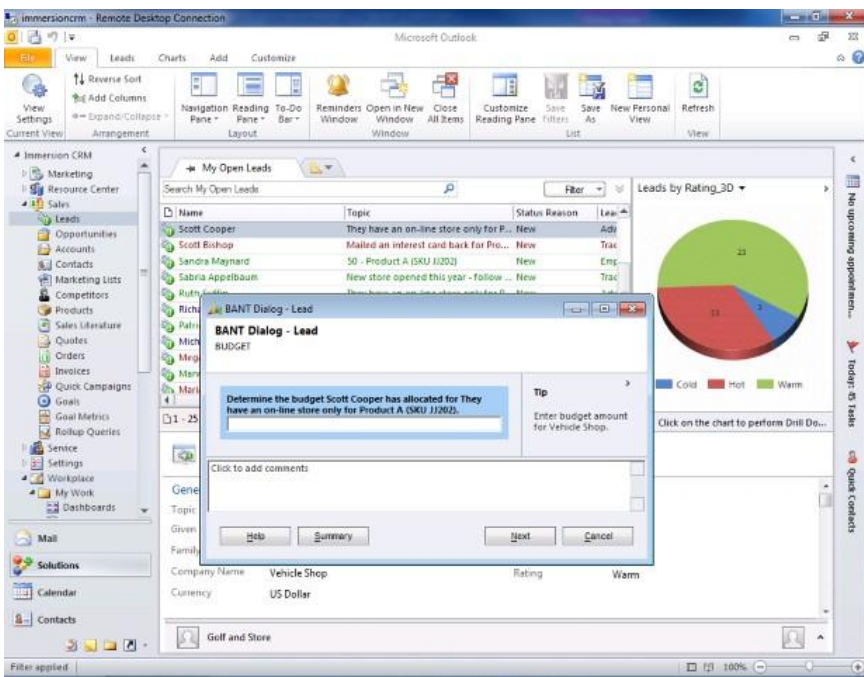
*Creating world-class customer experiences with Microsoft Dynamics CRM*

World-class customer experiences begin with your people. When you give them the right tools to boost their productivity and amplify their impact, you equip your organization for success. And that is exactly what Microsoft Dynamics® CRM business software is designed to do.

With over 23,000 customers and more than 1,400,000 users, you know you are in good company with your choice of Microsoft Dynamics CRM.

The top reasons organizations choose Microsoft Dynamics CRM to create world-class customer experiences include the following:

- Leadership
- Value
- Familiarity
- Choice
- Cloud
- Flexibility
- Global
- Insight
- Partners
- Solutions



*“Microsoft Dynamics CRM has been essential to helping us to improve our customer satisfaction levels and to implementing an effective sales management process. Microsoft Dynamics CRM gives us a single version of our customer data, which has helped us reduce customer complaints by 25% and raise customer satisfaction 15%.”*

UMAIR CHAUDHARY  
Chief Operating Officer  
Barclays Bank LP, UAE and Gulf



**Boost your productivity with a native Microsoft Outlook experience, guided processes, and inline data visualization in Microsoft Dynamics CRM.**

## LEADERSHIP

With a strong balance sheet, consistent growth, a long-term commitment to innovation, and thousands of world-class engineers, you can be secure in your choice of Microsoft. Additionally, Microsoft Dynamics CRM has seen impressive momentum in the CRM market and is recognized as a leader in the CRM industry by many third-party experts and analyst firms:

- Gartner Magic Quadrant for [CRM Customer Service Contact Centers](#)
- Gartner Magic Quadrant for [Sales Force Automation](#)
- The Forrester Wave™ [CRM Suites Customer Service Solutions](#)
- The Forrester Wave™ [CRM Suites for Midsized Organizations](#)
- The Forrester Wave™ [CRM Suites for Large Organizations](#)
- Ovum CRM Decision Matrix

*“We selected Microsoft Dynamics CRM because it has a great reputation in the industry. We especially like the ease-of-use, flexibility, ease of customization and the strong reporting capabilities. We plan to expand our current implementation by three-fold in the coming years.”*

Booz | Allen | Hamilton

CHRISTIAN HOFF  
Senior Associate  
Booz Allen Hamilton

## VALUE

When considering factors that affect total cost of ownership (TCO)—such as licensing, services, training, deployment, administration, and maintenance—Microsoft Dynamics CRM is regarded by many customers and industry analysts as one of the best values in the industry. Organizations like Mitsubishi-Caterpillar, ISS, VisionShare, and Equinox have won awards for their successful CRM implementations and the value they derived from Microsoft Dynamics CRM. For more information on these customer examples and others, go to <http://crm.dynamics.com>.

## FAMILIARITY

Microsoft Dynamics CRM provides you with a powerful set of CRM capabilities right within the natural and familiar Microsoft® Outlook® client. And with over 500 million Outlook users worldwide, you can be confident that Microsoft Dynamics CRM provides your people with a leading CRM solution that works the way they do.

## CHOICE

At the end of the day organizations want choice. Microsoft Dynamics CRM offers a choice of on-premises, on-demand, and partner-hosted solutions based on the same architecture and code base so you can select the best model for your organization. Organizations can also access Microsoft Dynamics CRM from Outlook, a web browser, or any Internet-enabled mobile device. Simply put, Microsoft Dynamics CRM offers you choice.

## CLOUD

Microsoft has invested over U.S. \$2.3 billion dollars to create a world-class cloud infrastructure. Microsoft Dynamics CRM Online is a full-featured on-demand CRM solution offered at the compelling price of \$44 per user per month and runs in geo-replicated data centers that are SAS 70 and ISO 27001 compliant. And you have peace of mind knowing that Microsoft Dynamics CRM Online is supported by a 99.9% uptime financially backed service level agreement.

## FLEXIBILITY

In today's ultra-competitive environment, organizations need the ability to rapidly react to change. With point-and-click customization, role-based forms, declarative design, and powerful developer tools, Microsoft Dynamics CRM can be easily customized to support your changing needs. Extend Microsoft Dynamics CRM beyond customer management to manage other critical relationships with partners, suppliers, contractors, assets, and other key elements.

## GLOBAL

Microsoft Dynamics CRM is used by customers globally in over 82 countries, is available in over 41 languages, and provides full multi-currency and multi-language support. Local staff and partners around the world can help make your Microsoft Dynamics CRM implementation world-class no matter where you do business.

## INSIGHT

Microsoft Dynamics CRM provides your users with a range of insightful business intelligence capabilities including real-time dashboards, inline data visualization, flexible reports, and in-depth analytics, so your organization can identify key trends and track key performance metrics. Let Microsoft Dynamics CRM help you turn your data into actionable insight.

## PARTNERS

Thousands of partners in over 82 countries sell, service, and support Microsoft Dynamics CRM. With their unique expertise and skills, these leading partners are a huge asset for your CRM project. Additionally, the introduction of the Microsoft Dynamics Marketplace, a cloud-based repository of partner solutions and community insight, helps you increase the relevancy and value of your Microsoft Dynamics CRM implementation.

## SOLUTIONS

Microsoft invests over \$9 billion annually in a wide variety of productivity-focused solutions. Microsoft Dynamics CRM incorporates many powerful capabilities from Microsoft Office, Microsoft SharePoint® Server, Microsoft Lync™, Microsoft Dynamics ERP, and other leading solutions so you can maximize your Microsoft investment and increase your productivity.

## GET STARTED TODAY

Try Microsoft Dynamics CRM today:

<http://crm.dynamics.com>

Explore the Microsoft Dynamics CRM Marketplace:

<http://www.microsoft.com/dynamics/marketplace>

Join the Microsoft Dynamics CRM Community:

<http://crm.dynamics.com/en-us/communities/crm-community.aspx>