Microsoft Dynamics

Microsoft Dynamics™ CRM 3.0

Small Business Edition Top 10 Reasons

Top 10 Reasons Why Microsoft Dynamics CRM 3.0 Small Business Edition and Microsoft Windows Small Business Server 2003 Premium Edition Add Value to Your Company

To compete in today's information-driven world, you need a clear understanding of your customers and the ability to quickly take advantage of new opportunities in a fast-changing marketplace. Microsoft Dynamics™ CRM 3.0 Small Business Edition with Microsoft® Windows® Small Business Server 2003 Premium Edition provides the tools you need.

Combining the infrastructure to consolidate customer information from across your company with great security features and enhanced installation and management features, Microsoft CRM 3.0 Small Business Edition and Windows Small Business Server 2003 Premium Edition will help your company build closer relationships with customers and achieve new levels of profitability.

1. **Work directly within Microsoft Office Outlook®:**
    Microsoft CRM 3.0 Small Business Edition and Windows Small Business Server 2003 Premium Edition enable you to work directly within the familiar, comfortable Microsoft Outlook environment, as well as other Microsoft Office applications.
    - Using the familiar Outlook environment, everyone in your company can quickly take advantage of the full power of Microsoft CRM 3.0 Small Business Edition to better manage sales, service, and marketing processes.
    - Handle all customer management tasks—including sending and managing e-mail, storing business contacts, and managing your appointment calendar—without leaving Outlook.

2. **Maintain one set of customer information:**
    Create a single repository for every piece of customer information that everyone in your company collects and then make that information instantly accessible, wherever and whenever it is needed.

    - Streamline access to critical customer data across your company so that everyone has the specific customer knowledge they need to drive sales, maximize up-sell and cross-sell, and deliver the highest levels of personalized customer service.
    - Access customer information anywhere through enhanced data synchronization and mobility features.

3. **Take advantage of Microsoft SQL Server™:**
    Use Microsoft CRM 3.0 Small Business Edition with Windows Small Business Server 2003 Premium Edition to utilize SQL Server, a leading database for small businesses.
    - Take advantage of the simplified, integrated SQL Server data management tools and optimized server performance and reliability.
    - Understand what your customers are telling you with reporting and analysis tools built on SQL Server Reporting Services that give you the customer knowledge you need to make sound decisions quickly.

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4. **Help secure your company's information:**

    Protecting the integrity of your customers' personal information and your company's business data is vital. Microsoft CRM 3.0 Small Business Edition and Windows Small Business Server 2003 Premium Edition offer the capabilities you need to help keep your data safe.

    - Windows Small Business Server 2003 provides a highly secure infrastructure, including built-in firewall protection and secure remote access so your employees can tap into customer information while they are away from the office.
    - Microsoft Internet and Security Acceleration Server— included in Windows Small Business Server 2003 Premium Edition—provides policy-based access control for enforcing Internet usage policy.

5. **Achieve high return on investment through rapid deployment and streamlined management:**

    Designed for fast installation and trouble-free maintenance, Microsoft CRM 3.0 Small Business Edition with Windows Small Business Server 2003 Premium Edition lets you focus on your customers rather than your IT infrastructure, speeding your company's return on investment.

    - The Microsoft CRM 3.0 Small Business Edition "Under 10 Step Click-Through Implementation" with Windows Small Business Server 2003 Premium Edition helps ensure that your technology provider can set up your customer relationship management solution quickly and get you up and running at greater speed and for less cost.
    - Integrated, simplified management tools reduce IT overhead and help you control costs.

6. **Add new computers to your network quickly:**

    Windows Small Business Server 2003 Premium Edition makes it easy to extend the capabilities of Microsoft CRM 3.0 Small Business Edition to new users as your company grows.

    - Install Microsoft CRM automatically with or without a local data store. The zero-footprint browser client provides a rich experience with full application capabilities.

7. **Send and receive faxes without leaving Microsoft CRM 3.0 Small Business Edition:**

    Increase productivity within your company by enabling your employees to create, send, and receive faxes right from their desktop.

    - Take advantage of Microsoft Shared Fax Service, a feature of Windows Small Business Server 2003, to enable employees to send and receive faxes from within their standard computing environment rather than having to rely on a fax machine.

8. **Maintain Microsoft CRM 3.0 Small Business Edition more easily:**

    With the built-in management tools of Windows Small Business Server 2003, Microsoft CRM 3.0 Small Business Edition maintenance is dramatically simplified.

    - Use the preconfigured Windows Small Business Server 2003 Server Management console to manage your server and network including accounts, printers, fax machines, files, shared folders, licensing, e-mail, backups, and more.

9. **Customize Microsoft CRM 3.0 Small Business Edition to meet your company's business needs:**

    Use the built-in Configuration Wizard to tailor Microsoft CRM 3.0 Small Business Edition to the unique demands of your current business situation.

    - Personalize your experience by creating a workplace profile that delivers instant access to the customer information and activities you use most.
    - Use intuitive, Web-based design tools to modify application forms, data fields, and relationships to customize Microsoft CRM 3.0, all without writing a single line of code.

10. **Migrate from Outlook Business Contact Manager to Microsoft CRM 3.0 Small Business Edition:**

    As your company grows and expands, add new capabilities that make it significantly easier to share and manage customer information, and build lasting, profitable relationships with your customers.

    - Improve the way your company targets new customers, drives sales activities, and delivers high-quality customer service with the comprehensive customer relationship management features of Microsoft CRM 3.0.

For more information on Microsoft CRM visit **www.microsoft.com/dynamics/crm**.