

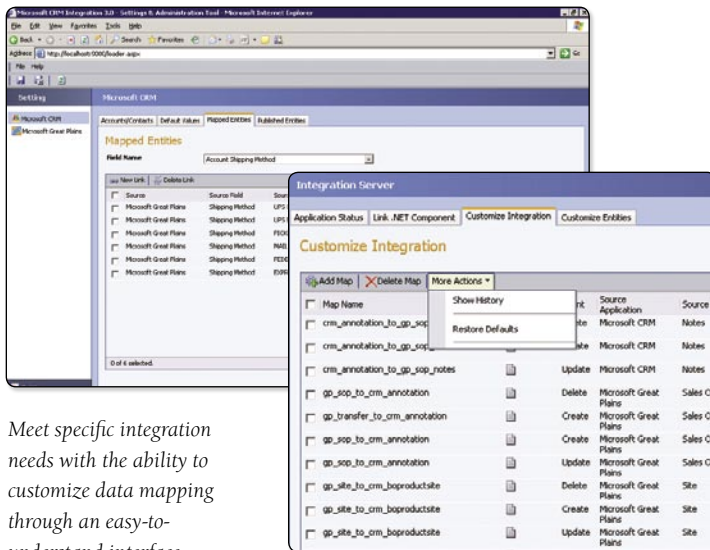
COLLABORATION

MICROSOFT DYNAMICS GP 9.0 AND MICROSOFT DYNAMICS CRM 3.0

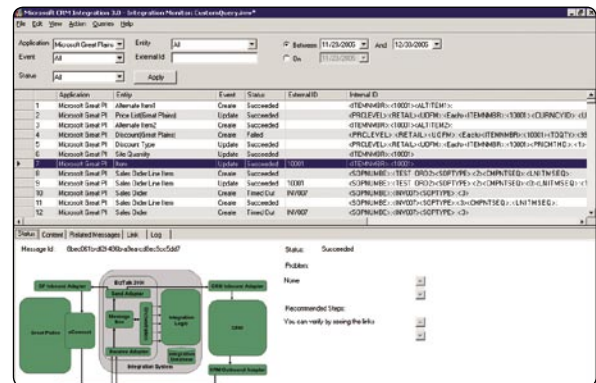
INTEGRATION

Integrated Business and Customer Relationship Management

Equip your organization with a complete view of customer information and broad, deep business management capabilities by combining the power of Microsoft Dynamics™ GP 9.0 and Microsoft Dynamics CRM 3.0. Tightly integrated with the Microsoft® Office System and designed for rapid implementation, customization, and maintenance, these two solutions work together to deliver the high performance and operational insight that can take your business forward, faster.



Meet specific integration needs with the ability to customize data mapping through an easy-to-understand interface.



Graphical integration diagnostics enable easy viewing of status, problem descriptions, and recommended steps for resolution.

Efficiently customize specific integration points for Microsoft CRM and Microsoft Dynamics GP and override default integration behavior settings.

Benefits

Empower employees with up-to-date access to customer information.

Microsoft CRM puts all of your customer data in one place through a familiar user experience—Microsoft Office Outlook®. With direct access to customer information through Microsoft Outlook or a Web browser powered by Microsoft Internet Explorer 6.01 or later, employees can work with the information they need when they need it, in the office or on the road.

Deepen existing customer relationships and build new relationships.

Microsoft CRM enables employees throughout your company to easily track leads, sales prospects, and customer data, equipping them to understand and serve the needs of existing and new customers. Account and contact data flow seamlessly between Microsoft Dynamics GP and Microsoft CRM, so that employees can access critical information without juggling applications or leaving the familiar Microsoft Outlook environment.

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COLLABORATION

MICROSOFT DYNAMICS GP 9.0 AND MICROSOFT DYNAMICS CRM 3.0

Make the right decisions faster.

Deliver relevant, role-based information to employees, customers, and partners. Microsoft Dynamics GP lets you produce, customize, and distribute reports in a wide range of formats and delivery methods, including Web-based reporting and Analysis Cubes for Microsoft Office Excel®. Microsoft CRM also gives you instant insight into your customer relationships with comprehensive business reports that show the sales pipeline, account history, customer service summary, and much more.

Realize lower costs of ownership with rich integration.

Both Microsoft Dynamics GP and Microsoft CRM fit with your existing Microsoft systems and integrate together smoothly, enabling rapid implementation and customization. New capabilities for mapping data and monitoring integrations across the two solutions equip your IT staff to increase the business value of your investment, technology skills, and infrastructure.

OVERVIEW

Innovation that Fuels Productivity

Open the flow of business information and empower your employees to work more effectively. Microsoft Dynamics GP 9.0 and Microsoft CRM 3.0 integration functionality includes key data mapping for accounts, contacts, product catalogs, orders, and prices. Customer information integrates bi-directionally, with account and contact information in Microsoft CRM mapping to customer fields in Microsoft Dynamics GP Business intelligence capabilities, enabled by Analysis Cubes for Microsoft Excel, leverage the power of Microsoft SQL Server™ to put relevant information on the desktops of everyone within your organization.

Connected Information

Combining Microsoft Dynamics GP 9.0 and Microsoft CRM 3.0 empowers your organization to better serve customers and identify new opportunities. Working within Microsoft Outlook, employees gain a complete view of customer information and are freed from the time-consuming task of re-entering information that another department has already captured. By smoothly connecting customer information and leveraging the rich integration between Microsoft Dynamics GP and the Microsoft Office System, you can share information more effectively and give your employees the business view that fosters insight and effective decision making.

Efficient Integration Management

Along with built-in data mapping, Microsoft Dynamics GP and Microsoft CRM enable organizations to meet specific needs with customizable integration points and transformation logic. IT staff can deploy customized data mapping through an easy-to-understand interface, as well as override existing integration behavior.

To help ensure efficient management of the two systems, an integration diagnostics tool enables easy viewing of status, problem descriptions, and recommended steps for resolution. Issues and recommended resolutions are displayed in context, as architectural block diagrams, providing users with an immediate, easily understandable view.

Scalability

Microsoft Dynamics GP and Microsoft CRM are designed to help businesses prepare for significant growth. Scalable from one to more than 1,000 users, Microsoft Dynamics GP can efficiently accommodate increasing volumes of order processing as your organization scales up the number of users for Microsoft CRM.

Low Total Cost of Ownership

Microsoft Dynamics GP and Microsoft CRM help ensure low total cost of ownership (TCO) and high return on investment through powerful, customizable integration functionality that uses proven Microsoft technologies such as Microsoft BizTalk® Server and eConnect. Implementation studies frequently demonstrate that customers are able to generate a sizable return on their investment much sooner after the deployment than expected. By rapidly improving productivity and efficiency, at a low TCO, your organization can focus on meeting objectives, building profitable customer relationships, and growing the business.

LEARN MORE ABOUT MICROSOFT DYNAMICS GP: www.microsoft.com/dynamics/gp/product/90.msp