

Microsoft Dynamics CRM

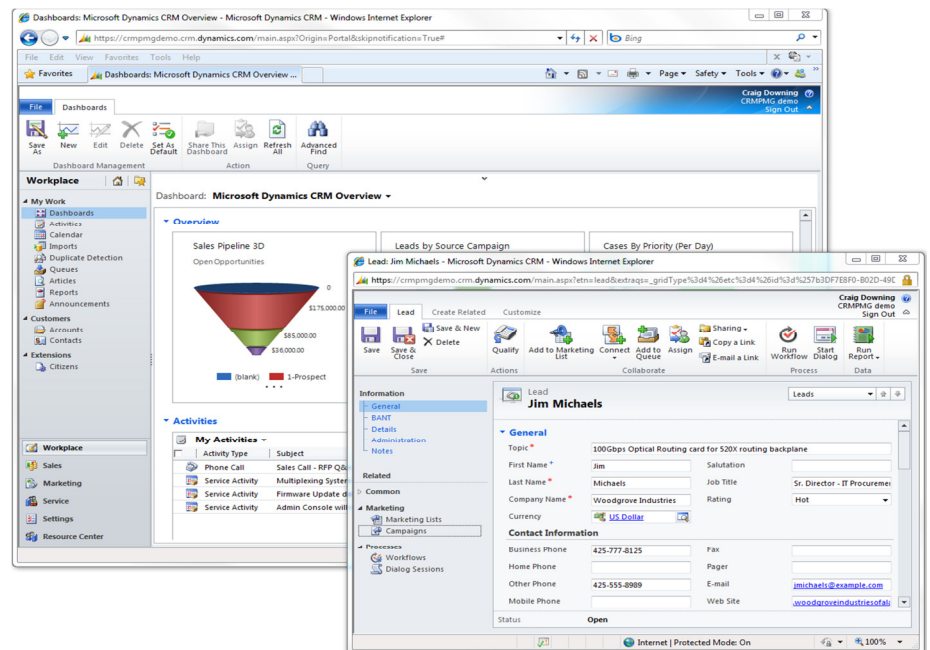
For High Tech and Electronics Manufacturing

BENEFITS

- **Improve sales productivity.** Accelerate sales cycles through highly connected teams, and streamline sales activities with consistent pricing, quoting, and discount processes.
- **Fuel collaboration.** Collaborate globally with customers and suppliers on new and existing product designs. Enable engineering, production, and sales teams to share customer information, track new products, and to help produce the most profitable offerings.
- **Deliver a 360-degree view of customer information.** Capture and easily access real-time lead, sales, and service details in one system—across roles—to help ensure data integrity and increase conversion rates.
- **Increase pipeline visibility.** Track the sales pipeline through integration with supplier and supply-chain processes. Monitor in-process opportunities, track sales trends, and react quickly to changing market conditions.
- **Improve vendor and channel management.** Efficiently collaborate with and manage complex relationships with sub segments, distributors, and channels through Partner Relationship Management (PRM) capabilities. Track and analyze vendor and subcontractor performance to streamline contract negotiations and turn vendors into true partners.
- **Drive constant process improvement.** Create an effective customer feedback loop to track the effectiveness and profitability of product and process innovations, helping you establish best practices across your sales and service organization.
- **Enable a mobile workforce.** Access customer, sales, support and product information online, offline, or via the Web. Maximize efficiency and effectiveness of field service staff with mobile alerts, self-service, data access via the Web, and better communications among staff through centralized data.

Manage complex sales channels, drive value-added sales activities, speed new products to market, and prioritize high-value accounts for maximum profitability with an integrated customer relationship management (CRM) platform.

A well-executed CRM strategy, with Microsoft Dynamics® CRM at its center, can help high tech and electronics (HT&E) manufacturers connect complex systems and analyze customer and customer-segment trends to drive innovation. By increasing collaboration between sales and marketing teams, suppliers, and customers, HT&E manufacturers can identify their most profitable offerings and services, recognize emerging opportunities, and optimize sales processes across channel partners to deliver industry-leading results.



Microsoft Dynamics CRM accelerates the success of high tech and electronics manufacturers globally. Providing leading solutions for sales, marketing and customer support mean better insights into your business, your customers, and your products.

A powerful CRM platform. The familiar Microsoft Dynamics CRM interface makes it easy for sales and service staff to do their best work with minimal training. Ease of integration with familiar Microsoft products and technologies helps expand the reach of CRM information to teams and executive decision makers.



FEATURES

BENEFITS

Sales Excellence	Drive sales performance by giving salespeople a centralized system to track opportunities and communicate with customers and prospects. Improve demand forecasting, create key performance indicators, monitor critical success drivers, and react quickly to changing business conditions.
Managed Channel Relationships	HT&E manufacturers need to stay on top of all channel partners, on both the demand and supply sides, to optimize the flow of product to customers. Develop team sites to track product availability and sales penetration, and be ready to react quickly to changing markets.
Centralized Customer Information	Use comprehensive, searchable customer data to improve productivity and responsiveness to changes in market conditions. Record and manage interactions, track projects, and view comprehensive customer scorecards.
Workflow Automation	Integrated workflow capabilities span the entire Microsoft Dynamics CRM system, allowing you to automate routine tasks, escalate activities based on other events (such as age or urgency), and ensure compliance and conformity to corporate policies.
Business Intelligence	HT&E manufacturers operate in a fast-moving business environment, with less time than ever to exploit competitive advantages. Keep a close eye on emerging sales trends to help ensure sales personnel are working on the most important activities at all times. Take advantage of automated alerts, workflow, and forecasting capabilities to proactively manage customer demand, inventory availability, production schedules, and more. Know which products are most profitable, which customers are essential to your success, and which resources are costing you money.
Integrated Marketing	Track and coordinate marketing campaigns with sales efforts, and identify how current campaigns are impacting sales. Automated alerts and customizable workflow can help sales representatives maximize opportunities to get your most popular, and most profitable, products in front of your customers more quickly.
Helpdesk and Support Automation	Integrated service management provides case management and trouble-ticket tracking. Customer and partner Web-based self-service capabilities allow you to streamline and improve your technical and product support services.
Familiar Look and Feel	Give sales and service personnel a user interface that is designed to work like and with the Microsoft® Office system productivity tools they already know and use, helping to increase user uptake and lower cost of learning.
Integration with Existing Systems and Industry-Specific Partner Solutions	Easily integrate Microsoft Dynamics CRM with other key business systems you currently rely on, such as ERP, PLM, supply chain visibility, and manufacturing applications, helping to maximize the value of technology investments and to provide a full view of the customer relationship.
Platform Integration with Microsoft Products and Technologies	You need to leverage the existing IT investments you have already made. Connect with Microsoft products and technologies including Microsoft Dynamics ERP solutions, desktop applications, Microsoft SharePoint® Server, Microsoft Unified Communications, Microsoft SQL Server®, and Microsoft BizTalk® Server to enhance communication and collaboration, deploy enterprise content management, deliver business intelligence, and tailor process automation.
Fast, Flexible, and Easy to Deploy	Microsoft Dynamics CRM can be implemented within single departments or divisions, and expanded to other areas as resources allow. Microsoft Dynamics CRM is available as an online hosted solution, allowing you to get up and running quickly, or as an on-premises solution for organizations who demand more customization, control, and ownership of their systems. Regardless the deployment option, you get the same great user experience and solution.

For more information about Microsoft Dynamics CRM, visit: www.microsoft.com/dynamics/crm
To learn more about Microsoft Dynamics in the high tech and electronics manufacturing industry, visit: www.microsoft.com/dynamics/en/us/industries/high-tech.aspx