Training Resource Guide

for

MICROSOFT DYNAMICS CRM

brought to you by ClickDimensions

Contents

Introduction 2

About this Resource Guide 3
Icon Key 3

Getting Started 4

Online Training 6

Live/Classroom Training 10

Publications 13

Blogs & Forums 16

Certifications 20

ClickDimensions Resources 21

Appendix 1: Social Media 22

Appendix 2: Website Index 24

Introduction

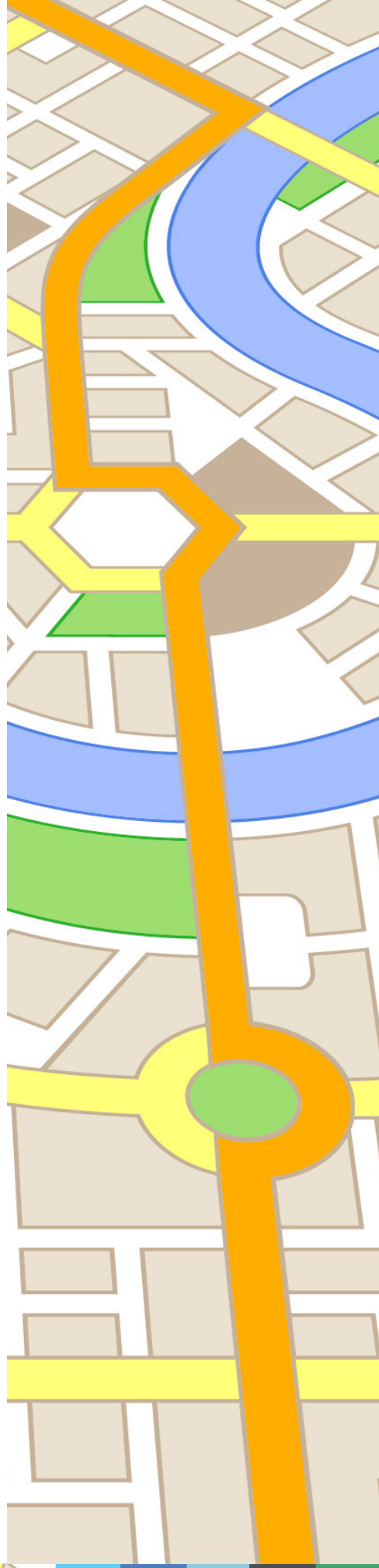
Dynamics CRM is a customer relationship management software platform developed by Microsoft to assist companies in managing their sales, marketing and customer service functions. CRM is one component of Microsoft's suite of Dynamics applications, which include Dynamics AX, Dynamics GP, Dynamics NAV and Dynamics SL in addition to Dynamics CRM.

Microsoft Dynamics CRM offers both on-premise and cloud-based CRM solutions. The most current version is Dynamics CRM 2013, which replaces CRM 2011. CRM allows users to store leads and contacts, manage accounts, forecast opportunities, track marketing campaigns, develop customized management reports, and much more.

One of the benefits of Dynamics CRM is that it allows Microsoft partners and independent software vendors (ISVs) to extend the functionality of CRM and provide additional value-added solutions that work on top of the core CRM platform. This is where ClickDimensions comes in.

ClickDimensions is a top-rated, Microsoft-certified ISV that embeds marketing automation functionality into Microsoft CRM. Providing email marketing, web tracking, lead scoring, social discovery, form capture, surveys, landing pages, nurture marketing, campaign tracking and more, ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions.

To learn more about Microsoft Dynamics CRM, visit crm.dynamics.com, and for more information about ClickDimensions marketing automation for CRM, visit www.clickdimensions.com.



About this Resource Guide

Through our marketing efforts surrounding Microsoft Dynamics CRM, we noticed a demand for training resources for CRM. And while we're not in the business of writing CRM training manuals, we had a pretty good collection of places to go to find help – from websites to blogs to discussion forums and more. We assembled the *Training Resource Guide for Microsoft Dynamics CRM* to assist CRM users in finding the help they need and also introduce them to new resources and products they may not have known were available.

This resource guide is helpful for anyone using Microsoft Dynamics CRM – from beginners to administrators. And for those of you who are already using the ClickDimensions marketing automation solution with your CRM, there is a section dedicated to finding training and help for ClickDimensions.

Since Dynamics CRM 2013 is the most current version at the time of this publication, most resources will reference CRM 2013; however, CRM 2011 is also represented and many websites will have resources for CRM 4.0. Note that while we have selected reputable sources, we can't guarantee the accuracy of the content included in each resource, and while all of the resources in this guide were accessible at the time of this publication, they may not be currently available.

We hope that you find this training guide helpful in your journey to learn CRM! We welcome your feedback, or if you have a resource that you think should be included in the *Training Resource Guide for Microsoft Dynamics CRM*, please send an email to marketing@clickdimensions.com.

Icon Key

- CRM 2013
- CRM 2011
- ClickDimensions
- Blog
- Certification
- Classroom/ Live Training
- Discussion Forum
- eBook/Digital Publication
- Publication (book, magazine)
- Video
- Webinar
- Requires Login or Registration
- Subscription, Fee or Paid Membership
- Beginner
- Intermediate
- Advanced
- Admin/ Developer

Getting Started

If you are just starting to use Dynamics CRM, or you need a quick refresher, the following resources will get you up-to-speed fast. From these, you should get a good idea of what Microsoft CRM's standard feature set provides, and generally how to use those features.

Dynamics CRM 2013

CRM TestDrive

http://www.microsoft.com/en-us/dynamics/crm-test-drive.aspx

Customer Center

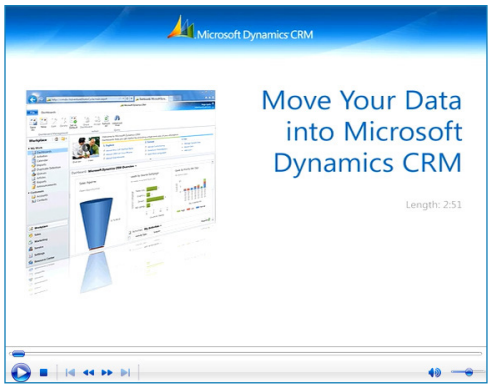
http://www.microsoft.com/en-us/dynamics/crm-customer-center/videos.aspx

- Getting started with Microsoft Dynamics CRM 2013
- Bring in your contacts
- Start working in CRM
- Business processes
- Change a business process
- What's changed in CRM 2013

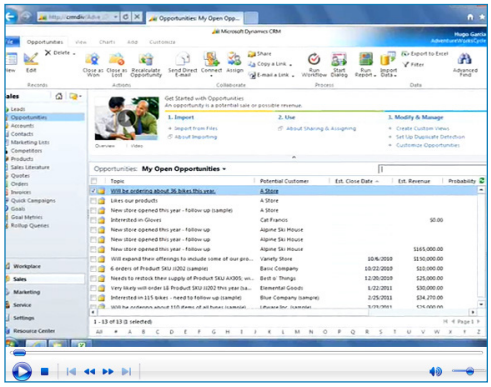
Dynamics CRM 2011

Videos

- Getting Started
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_gettingstarted.aspx
- Account Basics
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_accounts.aspx



- Understanding Contacts
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_contacts.aspx
- Tailor Microsoft Dynamics CRM Online for your business
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_solutions_endusers.aspx
- Personalize Microsoft Dynamics CRM for yourself
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_personalize.aspx
- Move your data into Microsoft Dynamics CRM Online
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_import.aspx
- Sharing and assigning records
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vidsharingassigning.aspx
- Organize and track all your activities
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_activities.aspx
- Create a simple workflow
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_simpleworkflow.aspx



- Getting started with leads
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_leads.aspx
- Winning sales with opportunities
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_opportunities.aspx
- Getting started with campaigns
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_campaigns.aspx
- Target the right customer with marketing lists
  https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_marketinglists.aspx

Online Training

This section includes descriptions and links to a variety of online training resources, including webinars, videos, eBooks and more. Since Dynamics CRM is a Microsoft product, we have grouped Microsoft resources together at the top of the list. Additional resources follow.

Microsoft Resources

Microsoft Dynamics CRM 2013 Customer Center

http://www.crmcustomercenter.com

This is Microsoft's main portal for Dynamics CRM 2013 customers. The content is geared toward beginner users – the Videos and eBooks area contains good "getting started" training, for example. There are good "quick tips" for more experienced users, however, and links to other resources.

Microsoft Dynamics CRM 2011 Customer Center

https://rc.crm.dynamics.com/rc/2011/en-us/

Similar to the CRM 2013 Customer Center described above, this version is dedicated to Dynamics CRM 2011. Check out the Popular Articles and Videos section, particularly for beginner users as it contains great videos for getting started with CRM 2011 and completing basic tasks.

Microsoft Dynamics CRM Developer Center

http://www.crmdevelopercenter.com

Similar to the Customer Center, the Developer Center is a dashboard to MSCRM information specifically for developers. The site contains information you need to develop, design and distribute solutions for CRM, including the SDK download package, introductory and in-depth training articles, overview and reference documentation, and more. The MSDN Library and White Papers sections link to comprehensive technical training resources, many from the IT Pro Center in the TechNet library.

Microsoft CustomerSource

https://www.microsoft.com/dynamics/customer/en-US/training.aspx

If your organization is enrolled in a service plan for Microsoft Dynamics, you can access a wide variety of online training through Microsoft's CustomerSource. The site includes e-learning, training materials and learning plans for MSCRM. While this is not a free resource, if you have access to CustomerSource, there are plenty of training materials available for CRM 2011 and a growing number for CRM 2013. Search the E-Learning Catalog for specific topics and save items to your "My Learning" page.

Microsoft Learning

http://www.microsoft.com/learning/en-us/microsoft-dynamics-training.aspx

Microsoft Learning offers MSCRM training materials, e-learning, books, certifications and more. Most of the resources offered through Microsoft Learning are only available for purchase.

Microsoft Virtual Academy

http://www.microsoftvirtualacademy.com

We have included the Microsoft Virtual Academy in our resource guide as it does offer free Microsoft training that could be useful to you. However, training specifically for Dynamics CRM was non-existent on the Virtual Academy as of the publication of this guide. Let's stay tuned – hopefully free courses will be provided soon!

Microsoft CRM YouTube Channel

http://www.youtube.com/user/MicrosoftDynamicsCRM

YouTube as a whole is a fantastic resource for training videos, and this is Microsoft's channel dedicated to Dynamics CRM. Search for specific training topics or browse through the playlists. While there are helpful training videos like "Getting Started with Microsoft Dynamics CRM" and "Quick tip: Add new information quickly through shortcuts in Microsoft Dynamics CRM," the channel is a particularly good source for learning about new features, especially in CRM 2013.

Microsoft Dynamics Community Videos

http://community.dynamics.com/crm/b/crmvideos/default.aspx

The Microsoft Dynamics Community site offers a wide variety of training and new feature videos. Topics include "Microsoft Dynamics CRM Troubleshooting Errors when Viewing Reports" and "Customer Service and Care with Microsoft Dynamics CRM." Registration is free, but required to utilize all of the Community features.

Training & Adoption Kit for Dynamics CRM 2013

http://www.microsoft.com/en-us/dynamics/crm-customer-center/training-adoption-kit-for-microsoft-dynamics-crm-2013.aspx

This kit includes downloadable eBooks, user guides and videos to guide users into CRM 2013. The eBook and help files are editable, so administrators can customize them for training users in their organization.

Microsoft Dynamics Resource Library

http://www.microsoft.com/en-us/dynamics/resource-library.aspx?SortField1=Microsoft Dynamics CRM

Part of the main Microsoft Dynamics website, which is used primarily for pre-sales and evaluation of Dynamics, the Resource Library contains white papers, fact sheets and videos about Microsoft Dynamics CRM. While these may not be thought of as training, they could be helpful resources for learning how CRM has been deployed in different vertical markets (healthcare, government) or how it can be used for various business functions (sales, customer service).

Other Resources

ClickDimensions Help & Training Site

http://help.clickdimensions.com

For users of ClickDimensions, this site contains everything you need to get started and manage successful marketing campaigns. Several articles are available for each ClickDimensions service (such as email marketing, web tracking and form capture). The ClickDimensions Academy, included on the site, is a two-week training academy that covers all the features of ClickDimensions in webinar format. Advanced users can also obtain their ClickDimensions Certification through the Academy.

help.clickdimensions.com

CRMUG Collaborate Content Library

http://www.crmug.com/member-resources/content-library/

Members of Dynamics CRM User Group (CRMUG) can view recorded webinars on a variety of CRM-related topics. There is a fee for CRMUG membership, and members must login to view the Content Library.

MSDynamicsWorld.com CRM Resource Center

http://msdynamicsworld.com/page/microsoft-dynamics-crm-news-and-resources

MSDynamicsWorld.com's CRM Resource Center contains news, analysis and information on Dynamics CRM and third-party solutions. The site includes CRM articles, white papers and case studies. Registration is free, but required for full access to the site.

Live/Classroom Training

Are you the type of person who prefers to learn in a classroom setting? Then these resources are for you. These are live, instructor-based training events. Most of the sessions are in-person, classroom sessions, but instructor-led, live webinars are also featured.

Microsoft Resources

Microsoft Learning

http://www.microsoft.com/learning/en-us/microsoft-dynamics-training.aspx

In addition to MSCRM training materials, e-learning, books and certifications, Microsoft Learning also offers classroom training. Many courses can be taken at a facility near you, or register for a virtual instructor-led training session. Prices vary; refer to the website for more information.

Microsoft Dynamics Events

http://www.microsoft.com/en-us/dynamics/events.aspx

The events calendar on the Microsoft Dynamics website includes classroom and webcast training sessions along with their partner events, conferences and other meetings. Sort the events list by Product Type to view CRM-specific sessions. Some events may have a registration fee; visit the site for more details.

Microsoft Dynamics Convergence

http://www.microsoft.com/dynamics/convergence/

Convergence is Microsoft's largest event dedicated to Microsoft Dynamics, including Dynamics CRM. Held annually in the US and in Europe, Convergence allows attendees the opportunity to learn about new CRM features and updates, get answers from Microsoft product experts, and network with other Dynamics CRM users. Following each conference, registered users can also access recorded sessions.

Other Resources

ClickDimensions Academy

http://help.clickdimensions.com/clickdimensions-academy/

If you have the ClickDimensions marketing automation solution for CRM, you have unlimited access to ClickDimensions Academy, which offers both live, instructor-led training sessions and on-demand, recorded webinars. Attendees of ClickDimensions Academy can also become ClickDimensions Certified if they complete the advanced training and take the certification exam.

CRMUG Academy

http://www.crmug.com/member-resources/academy/

The CRMUG Academy offers both online instructor-led and onsite classroom training sessions for Dynamics CRM. Access to the Academy is included as a benefit of your CRMUG membership, and Premium Members can register for courses at a discounted rate.

CRMUG Conferences

http://www.crmug.com/conferences/

In addition to their distance learning courses, CRMUG offers Academy training at their annual conferences, in addition to general conference sessions that provide discussion and learning surrounding Dynamics CRM topics. CRMUG Summit is their primary national event, but there are regional conferences each year as well.

Dynamics University

http://dynamicsuniversity.com/training

Dynamics University is an association of Microsoft Dynamics partners and trainers who provide learning opportunities to Dynamics customers. Dynamics University training events are held online and at various classroom locations across North America.

eXtremeCRM

http://www.extremecrm.com

eXtremeCRM conferences are held annually in the U.S. and Europe, and serve as an opportunity to network within the Dynamics CRM community. Microsoft executives and staff, Dynamics CRM Partners, and top Dynamics CRM ISVs participate in eXtremeCRM each year. The conference offers in depth "learning, collaboration and networking."

MSDynamicsWorld.com Events

http://msdynamicsworld.com/events_list_upcoming

MSDynamicsWorld.com offers access to live and recorded webcasts that cover business needs that impact the success of Dynamics CRM implementations. Webcasts are hosted by MSDynamicsWorld.com and sponsor companies, including Microsoft CRM partners and ISVs.

Microsoft Dynamics CRM Training Centers

Below is a list of companies that provide live, classroom-based training for CRM. Check your local area for additional providers.

- CRM Online Labs – http://www.crmlivelab.com/
- Global Knowledge - http://www.globalknowledge.com/training/wwwsearch.asp?keyword=crm
- Koenig - http://www.koenig-solutions.com/lp/microsoft-dynamics-crm-training-courses.aspx
- NetCom Learning - http://www.netcomlearning.com/products/19/Microsoft-Dynamics-CRM-training.html
- New Horizons - http://www.newhorizons.com/courses/microsoft/dynamics-training.aspx
- ONLC Training Centers - http://www.onlc.com/microsoft-dynamics-crm-gp-great-plains-training-classes.htm
- Pluralsight - http://pluralsight.com/training/Courses#dynamics-crm

Publications

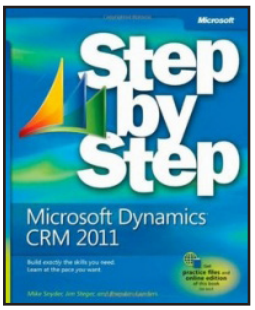
Included in this section are books and magazines that provide training content for Microsoft CRM – most are offered in hard-copy, but eBook versions are often available. Each book is linked to Microsoft or Amazon.com, but may be available from other online retailers or bookstores near you. For more eBooks, see the Online Training section above.

Microsoft Press

Microsoft Dynamics CRM 2011 Step by Step

Mike Snyder, Jim Steger and Brendan Landers (Microsoft Press, 2011)

http://www.microsoft.com/learning/en-us/book.aspx?ID=14827



Working with Microsoft Dynamics CRM 2011

Mike Snyder, Jim Steger and Kristie Reid (Microsoft Press, 2011)

http://www.microsoft.com/learning/en-us/book.aspx?ID=14906

Arbeiten mit Microsoft Dynamics CRM 2011

Mike Snyder, Jim Steger and Kristie Reid (Microsoft Press Deutschland, 2013). German.

http://www.amazon.com/Arbeiten-Microsoft-Dynamics-2011-German-ebook/dp/B00BLS4TV6/

Microsoft Dynamics CRM 2011 – Grundlagen

Mike Snyder, Jim Steger and Brendan Landers (Microsoft Press Deutschland, 2011). German.

http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Kundenmanagement-ebook/dp/B00BL2WOBO/

Other Publishers

Building Business with CRM: Using Processes in Dynamics CRM 2011

Richard Knudson and Julie Yack (We Speak You Learn, 2012)

http://www.amazon.com/Building-Business-CRM-Richard-Knudson/dp/0981511848/

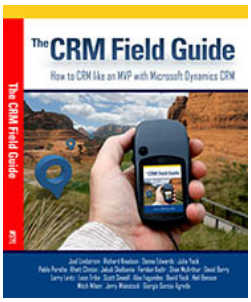
CRMUG Magazine (quarterly)

http://www.crmug.com/member-resources/magazine/

The CRM Field Guide

Joel Lindstrom, Richard Knudson, et. al. (We Speak You Learn, 2012)

http://www.amazon.com/The-Field-Guide-Joel-Lindstrom/dp/0981511899/



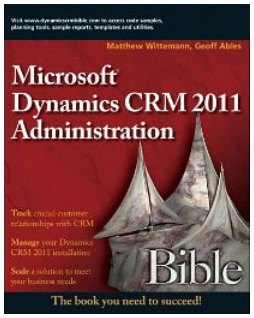
Dynamics University Magazine (quarterly)

http://dynamicsuniversity.com/magazine

Microsoft Dynamics CRM 2011 Administration Bible

Matthew Wittemann and Geoff Ables (Wiley, 2011)

http://www.amazon.com/Microsoft-Dynamics-2011-Administration-Bible/dp/0470568143/



Microsoft Dynamics CRM 2011 Application Design

Mahender Pal (Packt Publishing, 2012)

http://www.amazon.com/Microsoft-Dynamics-2011-Application-Design/dp/1849684561/

Microsoft Dynamics CRM 2011 Cookbook

Dipankar Bhattacharya (Packt Publishing, 2013)

http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Cookbook/dp/1849684529/

Microsoft Dynamics CRM 2011: Dashboards Cookbook

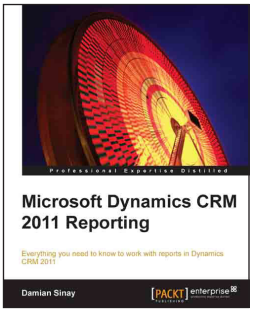
Mark AuCoin (Packt Publishing, 2012)

http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Dashboards/dp/1849684405/

Microsoft Dynamics CRM 2011 Reporting

Damian Sinay (Packt Publishing, 2013)

http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Reporting-ebook/dp/B00DN3KHFY/



Microsoft Dynamics CRM 2011 Scripting Cookbook

Nicolae Tarla (Packt Publishing, 2013)

http://www.amazon.com/Microsoft-Dynamics-2011-Scripting-Cookbook-ebook/dp/B00BHF02G4/

Microsoft Dynamics CRM 2011 Unleashed

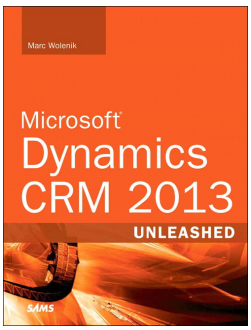
Marc Wolenik, Damian Sinay and Rajya Vardhan Bhaiya (Sams Publishing, 2011)

http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Unleashed/dp/0672335387/

Microsoft Dynamics CRM 2013 Unleashed

Marc Wolenik (Sams Publishing, 2014)

http://www.amazon.com/Microsoft-Dynamics-CRM-2013-Unleashed/dp/0672337037/



Microsoft Dynamics CRM API Development for Online and On-Premise Environments

Mark Beckner and Triston Arisawa (Apress, 2013)

http://www.amazon.com/Microsoft-Dynamics-Development-On-Premise-Environments/dp/1430263466/

Blogs & Forums

Often the best learning experiences come from our peers. That's the idea behind these resources. Blogs and discussion forums allow CRM users to post, read, question, and answer topics that are important to them.

Microsoft Resources

Microsoft Dynamics CRM Team Blog

http://blogs.msdn.com/b/crm/

Part of the Microsoft Developer Network (MSDN), the MS Dynamics CRM Team Blog contains information, guides, training and tips about CRM direct from the Microsoft engineering team.

Microsoft Dynamics Community Blogs & Forums

https://community.dynamics.com/crm/b/default.aspx

The Microsoft Dynamics Community is a great place to see an aggregate of the latest posts from a variety of CRM blogs – not only from Microsoft (such as the Microsoft Dynamics CRM Team blog), but also from experts across the CRM community (including the CRM Software Blog and Richard Knudson's Microsoft Dynamics CRM Trick Bag). The forums on the Community site are also a helpful way to get answers to your questions from CRM experts. Registration to the site is free, but required to utilize all of the Community features.

Dynamics CRM Support Blog

http://community.dynamics.com/crm/b/dynamicscrmsupportblog/default.aspx

A central blog for CRM technical information, the Dynamics CRM Support Blog "was created to provide insights, knowledge, and techniques that support engineers around the globe." Topics include common errors and fixes, best practices and how-to articles. Articles are written by Microsoft's support teams.

Microsoft Forums for CRM

http://social.microsoft.com/Forums/eu/category/dynamics

Primarily geared toward CRM developers and administrators, Microsoft's discussion forum for Dynamics CRM can provide helpful answers to your CRM questions or technical issues.

Channel 9

http://channel9.microsoft.com/Tags/dynamics

Channel 9 is a community site from Microsoft that contains discussion forums and video podcasts from the people "behind the scenes building products at Microsoft."

Other Resources

ClickDimensions Blog

http://blog.clickdimensions.com/

The ClickDimensions blog not only contains posts about using ClickDimensions, but also includes tips and best practices for marketing with Microsoft CRM. Any marketer who uses CRM as a part of their company's marketing efforts can learn from this blog.

CRM Software Blog

http://www.crmsoftwareblog.com/

The CRM Software Blog is written by a panel of experts from across the CRM community. Members of the CRM Software Blog are Microsoft Dynamics CRM Partners located in the U.S. and internationally. In addition to the blog articles, the Free Resources section has white papers, case studies and other resources that would be helpful in learning about CRM.

CRM Tip of the Day

http://crmtipoftheday.com/

CRM Tip of the Day is run by a group of CRM MVPs, authors, trainers and experts. A quick tip for Dynamics CRM (primarily CRM 2013) is published every weekday. The tips are generally for an advanced audience, but intermediate users will benefit from reading the tips as well.

CRMUG Collaborate

http://community.crmug.com

Members of the Dynamics CRM User Group (CRMUG) have access to CRMUG Collaborate, a resource for member blogs and discussion groups. CRMUG Collaborate allows users to connect with other Dynamics CRM users in their area, in a similar industry, or who work for a similarly sized business. Use the discussion boards to ask and answer Dynamics CRM questions.

Donna Edwards – MSCRM Dynamics

http://edwardsdna.com/

Donna Edwards is a Microsoft MVP and Dynamics CRM subject matter expert. In her blog, Donna discusses CRM implementation, features, tips & tricks, free utilities and vendor solutions. Her goal is to provide information that "helps the community implement, configure, understand, and more fully leverage MSCRM and improve user adoption."

Dynamics University Blog

http://dynamicsuniversity.com/blog

Dynamics University is an association of Microsoft Dynamics partners and trainers. Their blog covers a wide range of CRM-related topics including customization and reporting.

eXtreme Blog

http://extremecrm.com/Blog/tabid/321/Default.aspx

The eXtreme Blog is an open community blog hosted by eXtremeCRM. Anyone that is registered on the eXtreme site can contribute to the discussion, which allows for posts on a variety of CRM topics. The blog also contains updates from their annual eXtremeCRM conferences.

Leon's CRM Musings

http://leontribe.blogspot.com.au/

Leon Tribe is a Dynamics CRM MVP and consultant based in Sydney, Australia. His blog is "aimed at project sponsors, users and non-technical administrators," and covers topics such as CRM workflows, product/ software reviews, and competition in the CRM marketplace.

Magenium Solutions Blog

http://www.magenium.com/Techblog/Categories/CRM.aspx

Magenium Solutions is an IT services firm and Microsoft Partner that deploys Dynamics CRM. The CRM section of their blog is authored by Microsoft MVP Richard Knudson, who previously blogged on his "Dynamics CRM Trick Bag."

MSDynamicsWorld.com CRM News

http://msdynamicsworld.com/dynamics-crm-news

MSDynamicsWorld.com publishes integrated content for Dynamics users, partners, ISVs and consultants. The CRM News blog contains stories and information that is relevant to Dynamics CRM users. Posts can be sorted by industry and/or business need to easily find topics that are specific to your needs. Access to the site is free, but requires registration to utilize all available features.

Naked CRM

http://nakedcrm.wordpress.com/

Naked CRM is a personal blog hosted by Steven Foster, an experienced CRM product manager located in New Zealand. Steven explains that the "Naked CRM" means a CRM system that is "configured for the business user with the customer in mind. It's all about keeping it simple." Posts tend to be focused on real-world business scenarios and solutions using CRM.

Surviving CRM

http://niiranen.eu/crm/

Surviving CRM is a personal blog from Jukka Niiranen, a Microsoft Dynamics CRM MVP from Finland. Jukka writes about all things related to Microsoft Dynamics CRM on his blog, including news, tips and issues surrounding CRM.

Certifications

Once you have completed your training, certifications can demonstrate your knowledge and proficiency in a software product or platform. For more information about becoming certified in CRM, visit these resources.

Microsoft Certification

Microsoft Dynamics Certification

http://www.microsoft.com/learning/en-us/dynamics-certification.aspx

Included on the Microsoft Learning site are the Microsoft Specialist exams for Microsoft Dynamics CRM 2013, including preparation instructions and links to register for the exams. Note that Microsoft is retiring some certifications by the end of 2014. See the website for more information.

Microsoft CERTIFIED

Other Certifications

ClickDimensions Certification

http://help.clickdimensions.com/training/

Users of ClickDimensions marketing automation for Microsoft CRM can obtain certification from ClickDimensions, demonstrating their knowledge of the solution. Testers must first attend the ClickDimensions Academy before completing the certification exam. All customers and partners have unlimited access to the online ClickDimensions Academy.

ClickDimensions Resources

Below are online resources specific to ClickDimensions email marketing and marketing automation for Microsoft Dynamics CRM. If you would like to request a live demonstration of ClickDimensions, please contact us at +1 888.214.4228, sales@clickdimensions.com or www.clickdimensions.com/request-demo.

ClickDimensions Training

ClickDimensions Help & Training Site
Includes ClickDimensions Academy and ClickDimensions Certification
http://help.clickdimensions.com

ClickDimensions Blog
http://blog.clickdimensions.com

ClickDimensions Forums
http://help.clickdimensions.com/forum

ClickDimensions Webinars
http://www.clickdimensions.com/resources/webinars

Other Resources

ClickDimensions Website
http://www.clickdimensions.com

ClickDimensions Demo Video
http://www.clickdimensions.com/video/demo

ClickDimensions Product Tour
http://www.clickdimensions.com/tour

ClickDimensions eBooks and Premium Content
http://www.clickdimensions.com/resources/ebooks

ClickDimensions Newsletter
http://www.clickdimensions.com/getnewsletter

Appendix 1: Social Media

Below is social contact information for people and organizations that were included in the Training Resource Guide (where available).

Microsoft Dynamics CRM	@MSDynamicsCRM #MSDynCRM	
ClickDimensions	@ClickDimensions ClickDimensions	
Channel 9	@ch9	
CRM Software Blog	@CRMSoftwareBlog	
CRM Tip of the Day	@crmtipoftheday	
Dynamics CRM User Group (CRMUG)	@CRMUG #CRMUG	
Dynamics University	@Dyn_University #DYNUNIV	
eXtremeCRM	@extremeCRM #eXtremeCRM	
Magenium Solutions	@magenium	
Microsoft Dynamics Convergence	@MSFTConvergence #Conv14	
Microsoft Learning	@MSLearning	
MSDynamicsWorld.com	@msdynamicsworld	

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Appendix 2: Website Index

Account Basics (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_accounts.aspx
Arbeiten mit Microsoft Dynamics CRM 2011, Mike Snyder, Jim Steger and Kristie Reid (Microsoft Press Deutschland, 2013). German.	http://www.amazon.com/Arbeiten-Microsoft-Dynamics-2011-German-ebook/dp/B00BLS4TV6
Building Business with CRM: Using Processes in Dynamics CRM 2011, Richard Knudson and Julie Yack (We Speak You Learn, 2012).	http://www.amazon.com/Building-Business-CRM-Richard-Knudson/dp/0981511848
Channel 9	http://channel9.microsoft.com/Tags/dynamics
ClickDimensions	http://www.clickdimensions.com
ClickDimensions Academy	http://help.clickdimensions.com/clickdimensions-academy
ClickDimensions Blog	http://blog.clickdimensions.com
ClickDimensions Certification	http://help.clickdimensions.com/training
ClickDimensions Demo Video	http://www.clickdimensions.com/video/demo
ClickDimensions eBooks and Premium Content	http://www.clickdimensions.com/resources/ebooks
ClickDimensions Forums	http://help.clickdimensions.com/forum
ClickDimensions Help & Training Site	http://help.clickdimensions.com
ClickDimensions Newsletter	http://www.clickdimensions.com/getnewsletter
ClickDimensions Product Tour	http://www.clickdimensions.com/tour
ClickDimensions Webinars	http://www.clickdimensions.com/resources/webinars
Create a simple workflow	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_simpleworkflow.aspx
CRM Field Guide, The, Joel Lindstrom, Richard Knudson, et. al. (We Speak You Learn, 2012).	http://www.amazon.com/The-Field-Guide-Joel-Lindstrom/dp/0981511899
CRM Online Labs	http://www.crmlivelab.com
CRM Software Blog	http://www.crmsoftwareblog.com
CRM TestDrive	http://www.microsoft.com/en-us/dynamics/crm-test-drive.aspx
CRM Tip of the Day	http://crmtipoftheday.com
CRMUG Academy	http://www.crmug.com/member-resources/academy
CRMUG Collaborate	http://community.crmug.com
CRMUG Collaborate Content Library	http://www.crmug.com/member-resources/content-library
CRMUG Conferences	http://www.crmug.com/conferences
CRMUG Magazine	http://www.crmug.com/member-resources/magazine
Customer Center Videos	http://www.microsoft.com/en-us/dynamics/crm-customer-center/videos.aspx
Donna Edwards – MSCRM Dynamics	http://edwardsdna.com

Dynamics CRM Support Blog –	http://community.dynamics.com/crm/b/dynamicscrmsupportblog/default.aspx
Dynamics University	http://dynamicsuniversity.com/training
Dynamics University Blog	http://dynamicsuniversity.com/blog
Dynamics University Magazine	http://dynamicsuniversity.com/magazine
eXtreme Blog	http://extremecrm.com/Blog/tabid/321/Default.aspx
eXtremeCRM	http://www.extremecrm.com
Getting started (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_gettingstarted.aspx
Getting started with campaigns (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_campaigns.aspx
Getting started with leads (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_leads.aspx
Global Knowledge	http://www.globalknowledge.com/training/wwwsearch.asp?keyword=crm
Koenig	http://www.koenig-solutions.com/lp/microsoft-dynamics-crm-training-courses.aspx
Leon's CRM Musings	http://leontribe.blogspot.com.au
Magenium Solutions Blog	http://www.magenium.com/Techblog/Categories/CRM.aspx
Microsoft CRM YouTube Channel	http://www.youtube.com/user/MicrosoftDynamicsCRM
Microsoft CustomerSource	https://www.microsoft.com/dynamics/customer/en-US/training.aspx
Microsoft Dynamics Certification	http://www.microsoft.com/learning/en-us/dynamics-certification.aspx
Microsoft Dynamics Community Blogs & Forums	https://community.dynamics.com/crm/b/default.aspx
Microsoft Dynamics Community Videos	http://community.dynamics.com/crm/b/crmvideos/default.aspx
Microsoft Dynamics Convergence	http://www.microsoft.com/dynamics/convergence
Microsoft Dynamics CRM	http://crm.dynamics.com
Microsoft Dynamics CRM 2011 Customer Center	https://rc.crm.dynamics.com/rc/2011/en-us/
Microsoft Dynamics CRM 2011 – Grundlagen, Mike Snyder, Jim Steger and Brendan Landers (Microsoft Press Deutschland, 2011). German.	http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Kundenmanagement-ebook/dp/B00BL2WOBO
Microsoft Dynamics CRM 2011 Administration Bible, Matthew Wittemann and Geoff Ables (Wiley, 2011).	http://www.amazon.com/Microsoft-Dynamics-2011-Administration-Bible/dp/0470568143
Microsoft Dynamics CRM 2011 Application Design, Mahender Pal (Packt Publishing, 2012).	http://www.amazon.com/Microsoft-Dynamics-2011-Application-Design/dp/1849684561
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Microsoft Dynamics CRM 2011 Reporting, Damian Sinay (Packt Publishing, 2013).	http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Reporting-ebook/dp/B00DN3KHFY
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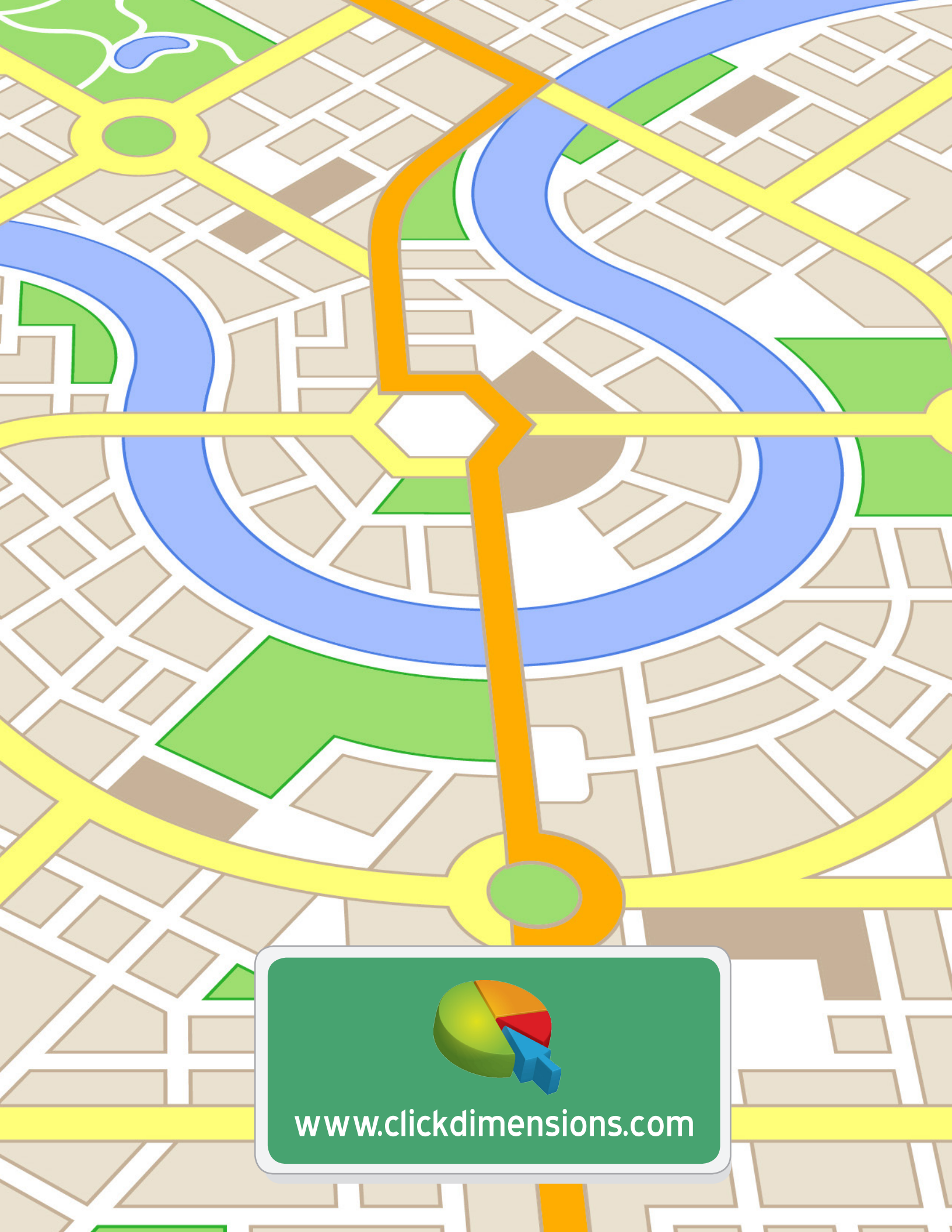
Microsoft Dynamics CRM 2011 Step by Step, Mike Snyder, Jim Steger and Brendan Landers (Microsoft Press, 2011).	http://www.microsoft.com/learning/en-us/book.aspx?ID=14827
Microsoft Dynamics CRM 2011 Unleashed, Marc Wolenik, Damian Sinay and Rajya Vardhan Bhaiya (Sams Publishing, 2011).	http://www.amazon.com/Microsoft-Dynamics-CRM-2011-Unleashed/dp/0672335387/
Microsoft Dynamics CRM 2013 Customer Center	http://www.crmcustomercenter.com
Microsoft Dynamics CRM 2013 Unleashed, Marc Wolenik (Sams Publishing, 2014).	http://www.amazon.com/Microsoft-Dynamics-CRM-2013-Unleashed/dp/0672337037
Microsoft Dynamics CRM API Development for Online and On-Premise Environments, Mark Beckner and Triston Arisawa (Apress, 2013)	http://www.amazon.com/Microsoft-Dynamics-Development-On-Premise-Environments/dp/1430263466
Microsoft Dynamics CRM Developer Center	http://www.crmdevelopercenter.com
Microsoft Dynamics CRM Team Blog	http://blogs.msdn.com/b/crm
Microsoft Dynamics Events	http://www.microsoft.com/en-us/dynamics/events.aspx
Microsoft Dynamics Resource Library	http://www.microsoft.com/en-us/dynamics/resource-library.aspx?SortField1=Microsoft Dynamics CRM
Microsoft Forums for CRM	http://social.microsoft.com/Forums/eu/category/dynamics
Microsoft Learning	http://www.microsoft.com/learning/en-us/microsoft-dynamics-training.aspx
Microsoft Virtual Academy	http://www.microsoftvirtualacademy.com
Move your data into Microsoft Dynamics CRM Online (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_import.aspx
MSDynamicsWorld.com CRM News	http://msdynamicsworld.com/dynamics-crm-news
MSDynamicsWorld.com CRM Resource Center	http://msdynamicsworld.com/page/microsoft-dynamics-crm-news-and-resources
MSDynamicsWorld.com Events	http://msdynamicsworld.com/events_list_upcoming
Naked CRM	http://nakedcrm.wordpress.com
NetCom Learning	http://www.netcomlearning.com/products/19/Microsoft-Dynamics-CRM-training.html
New Horizons	http://www.newhorizons.com/courses/microsoft/dynamics-training.aspx
ONLC Training Centers	http://www.onlc.com/microsoft-dynamics-crm-gp-great-plains-training-classes.htm
Organize and track all your activities (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_activities.aspx

Personalize Microsoft Dynamics CRM for yourself (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_personalize.aspx
Pluralsight	http://pluralsight.com/training/Courses#dynamics-crm
Sharing and assigning records (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vidsharingassigning.aspx
Surviving CRM	http://niiranen.eu/crm
Tailor Microsoft Dynamics CRM Online for your business (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_solutions_endusers.aspx
Target the right customer with marketing lists (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_marketinglists.aspx
Training & Adoption Kit for Microsoft Dynamics CRM 2013	http://www.microsoft.com/en-us/dynamics/crm-customer-center/training-adoption-kit-for-microsoft-dynamics-crm-2013.aspx
Understanding Contacts (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_contacts.aspx
Winning sales with opportunities (video)	https://rc.crm.dynamics.com/rc/2011/en-us/online/5.0/vid_opportunities.aspx
Working with Microsoft Dynamics CRM 2011, Mike Snyder, Jim Steger and Kristie Reid (Microsoft Press, 2011).	http://www.microsoft.com/learning/en-us/book.aspx?ID=14906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