

Build lasting customer relationships across sales, marketing and customer service with an affordable easy-to-use CRM solution from Microsoft.

**Works the way you work!**



**An easier way to manage and develop customer relationships**

Use Microsoft Dynamics-CRM for Microsoft Office Outlook® to send and manage e-mail, store business contacts and manage your appointment calendar without having to switch between applications.

### Microsoft Dynamics - CRM Amplifies Productivity

- ✦ Deep set of sales, marketing, and customer service tools
- ✦ Establishes a single source for all customer info
- ✦ Improves business decision making with powerful analysis and reporting services
- ✦ Automates sales processes
- ✦ Enables consistent customer service
- ✦ Improves sales success ratio
- ✦ Allows users to continue using Outlook
- ✦ Brings together sales, marketing, customer service, contact management, e-mail, calendar, and tasks

### Improve Business Productivity

Microsoft Dynamics - CRM work for users as well as managers by:

- ✦ Working as they work inside of their productivity applications (Outlook and Web Interface) so they can leverage their current knowledge and software usage patterns
- ✦ Activities are captured by the system as the user does them so there is no backtracking and recording of activities later
- ✦ Users are empowered across touches with the customer. Sales people do not have to launch a separate tool to see service incidents with a customer and likewise the CSR's can be informed by actions taken by a salesperson that a specific customer is in need of extra care
- ✦ Like Office, the success of CRM will happen because of user massive adoption of the system in realizing the productivity gain and not because they will be mandated by their management to use it.

## A Vision Of Interconnected CRM

*Intelligent and easy business solutions that enable extraordinary customer experiences*

### Microsoft Dynamics-CRM Low TCO - Strong ROI

- ✦ Runs on low-cost, high-power hardware
- ✦ Easy to customize, deploy, and integrate
- ✦ Requires very little user training (Outlook)
- ✦ Lower consulting costs
- ✦ Lower maintenance costs
- ✦ Reduced personnel costs
- ✦ Reduced marketing costs
- ✦ Helps improve profits on sales



### Lower TCO:

The total cost of ownership is reduced from the current 2½-3:1 service to software cost down to 1:1 by:

- ✦ Making set up of servers simple and integrated across the suite
- ✦ Enabling remote set-up of individual clients with minimal/no software footprint on any machines
- ✦ Making true "one-button" upgrades a reality by respecting customizations done on one version as a business upgrades to a new one
- ✦ Reducing training costs of users by making the application intuitive and work the way users want it to work

### Extend Easily

By leveraging the .Net platform and with great customization tools you can leverage constructs of the Microsoft Dynamics-CRM 3.0 applications as components to build your sales and customer interaction process to suit you business needs.

### Integration

We will bring a whole new realm to the world of integration for CRM. Back office will not seem distinct and separate from front office. Your web site will be an extension of how you interact with customers with customer activity on that site enabled through features and tracked in the CRM application. Quotes, orders, contracts, shopping carts, field service, product configurators will not be separate applications from CRM that need to be integrated with, but rather extensions of your CRM application that are just more activity points that you can create and track with your customers.

## Your Partner in Success!

Located in the heart of Delaware valley in Langhorne, PA, Pronto Solutions is a leading full service Business Consulting Technology firm specializing in Microsoft's Dynamics for the Small to Medium Business Market (SMB) companies. As a Certified Microsoft's Dynamics Partner, we resell and implement Microsoft Dynamics CRM solutions with vertical solutions for the SMB market.

For more information regarding our Microsoft Dynamics - CRM solution offering, please contact our Microsoft Dynamics program manager at 1-888-766-9254 ext 29 or email at [mbs@prontosol.com](mailto:mbs@prontosol.com)



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