



# Make faster, smarter business decisions with a customer relationship management solution.

Dell Services for Microsoft Dynamics CRM



Get the applications and tools you need to improve your marketing, sales and customer service efficiency using Dell's expertise with Microsoft Dynamics CRM.

In today's marketplace, customer expectations are always changing. To attract and retain customers, your organization needs to build a connected, collaborative and integrated support organization that boosts customer satisfaction, increases productivity and provides fast, accurate answers.

Streamline the way you communicate and collaborate with your customers, and better define the relationships between the people, money, services and things important to your organization with a Microsoft Dynamics CRM solution from Dell.

Dell Services for Microsoft Dynamics CRM empowers your business with customer information delivered through a familiar Microsoft interface that enables rapid user adoption. Dell consultants can quickly help your organization deliver on the power of productivity with an end-to-end customer relationship management (CRM) solution that is:

- **Familiar:** The software, based on Microsoft Outlook, empowers users through natural, productive and insightful experiences.
- **Intelligent:** Real-time analytics and streamlined business processes enable informed decisions and operational efficiencies.
- **Connected:** Connections across people, processes and ecosystems allow your business to maximize the value of relationships and systems.

## Key benefits:

- Attract prospects by uncovering the hidden potential within your customer base to produce breakthrough marketing campaigns.
- Amplify sales by using real-time customer insight to increase customer loyalty, grow customer interaction, streamline sales cycles and increase close rates.
- Meet customers' changing expectations with a connected, collaborative and integrated support organization.

	Benefits	Deliverables
<p><b>Workshop</b> Understand the potential</p>	<p>Learn how to effectively accelerate the benefits of Dynamics CRM in your environment</p> <p>Develop a deeper understanding of how to effectively utilize the core CRM capabilities (sales, marketing, customer care) in your environment</p> <p>Discuss the ability of the xRM framework to build lines of business applications</p>	<p>A half-day white boarding session led by a Dell CRM consultant</p> <p>Recommendations report on next steps</p>
<p><b>Assessment</b> Make informed decisions</p>	<p>Identify and remove barriers to Dynamics CRM adoption</p> <p>Determine gaps in processes and possible inefficiencies</p>	<p>Fit gap analysis</p> <p>Functional requirements document</p> <p>Architectural review</p> <p>Project plan</p>
<p><b>Design</b> Lay the path for success</p>	<p>Participate in collaborative design and planning sessions</p> <p>Frame the optimal Dynamics CRM solution for your business</p> <p>Eliminate your business challenges through the effective design of the Dynamics CRM application</p>	<p>Functional design document</p> <p>Training plan</p> <p>Data migration plan</p> <p>Design review findings and recommendations</p> <p>Test scripts</p> <p>Solution design document</p>
<p><b>Implementation</b> Capture the value</p>	<p>Develop an optimal configuration of the Dynamics CRM application for your business</p> <p>Maximize the seamless integration of Dynamics CRM with other business applications in your environment</p> <p>Receive a well-planned Microsoft Dynamics CRM training curriculum</p>	<p>Customization review findings and recommendations</p> <p>User acceptance testing (UAT) test script details</p> <p>Go-live cutover plan</p>

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