



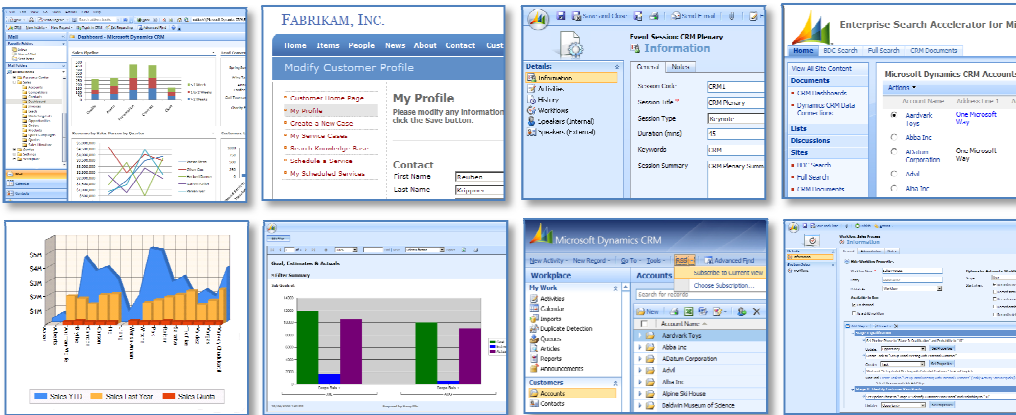
# Microsoft Dynamics CRM Accelerators

## Accelerate your business with Microsoft Dynamics CRM

Accelerate expanded business scenarios and return on investment without the costs typically associated with custom development and software acquisitions by using Microsoft Dynamics® CRM Accelerators. Streamlined deployment and seamless integration with Microsoft Dynamics CRM help you get up and running quickly—and without adding undue complexity to your IT environment. For organizations that want further customization, CRM Accelerators include full source code and are developed in accordance with the standards set out in the Microsoft Dynamics CRM Software Developer Kit (SDK).

Expand the capabilities of Microsoft Dynamics CRM with accelerators for:

- Analytics*
- eService*
- Event Management*
- Enterprise Search*
- Sales Methodology*
- Extended Sales Forecasting*
- CRM Notifications*
- Workforce Productivity*



With solutions across marketing, sales, and service, CRM Accelerators help you meet changing business needs while leaving the way open for future growth and change

*Microsoft Dynamics CRM Accelerators broaden the value of Microsoft Dynamics CRM by seamlessly providing additional features and capabilities at no extra cost*

### ABOUT MICROSOFT DYNAMICS CRM

Microsoft Dynamics CRM is a full customer relationship management (CRM) suite with marketing, sales, and service capabilities that are fast, familiar, and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships. Delivered through a network of channel partners providing specialized services, Microsoft Dynamics CRM works with familiar Microsoft® products to streamline processes across an entire business.

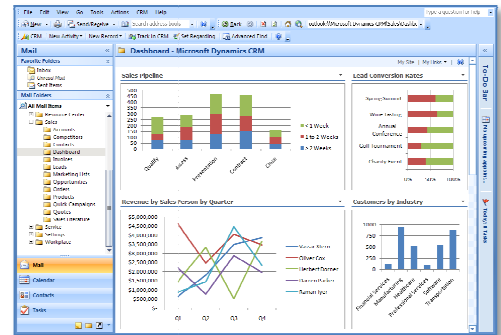
“With CRM Accelerators, customers can now easily add advanced CRM functionality that integrates with other Microsoft products that they already own and know how to use such as SharePoint, SQL Reporting Services, Outlook and Excel. This gives us the ability to provide enhancements to our customers via solutions that are high on functionality and low on cost and time needed to implement.”

JACK BENDER  
CRM Team Leader,  
ePartners, Inc.

## Accelerate your productivity and your business insight with Microsoft Dynamics CRM

### IMPROVE VISIBILITY INTO CUSTOMER DATA

Gain a 360-degree view of your customers and build stronger relationships with every interaction by using the power of your CRM data. The Analytics CRM Accelerator for Microsoft Dynamics CRM provides companies with a full-featured analytics platform that spans marketing, sales, and customer service, helping people to improve customer satisfaction, gain customer loyalty, and increase profitability with every interaction. End-user reporting tools and desktop data visualization help to ensure that your people have access to relevant, timely data, so they can make better-informed decisions faster and improve the bottom line.



Use data analysis and visualization tools to give end users superior access to information such as sales forecasts, revenue, and performance data

The Analytics CRM Accelerator includes:

- Sales, service, and operations dashboards
- Microsoft Office PerformancePoint® Server 2007 scorecards
- Additional ready-to-use CRM reports
- Key performance indicator (KPI) monitoring and predictive analytics

### IMPROVE CUSTOMER SELF-SERVICE

Improve customer satisfaction and loyalty by giving customers the option to help themselves through the Web. The Microsoft Dynamics CRM eService Accelerator helps you provide a multi-channel service experience through a self-service Web portal that is easy to set up and maintain. Enable customers to find help fast, chat with a service representative, search for answers, and schedule services through the Web 24 hours a day, seven days a week. And because eService is native to Microsoft Dynamics CRM, all your valuable customer information is kept in one place.



The eService CRM Accelerator includes:

- Quick self-service portal setup
- Knowledge base search
- Service scheduling
- Customer profile, case, and data management

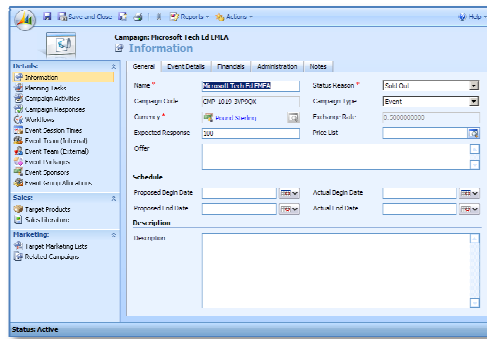
Empower customers to help themselves through a self-service Web portal that is easy to manage

## ACHIEVE EVENT EXCELLENCE

Improve event management and execution while maximizing your return on investment. The Microsoft Dynamics CRM Event Management Accelerator helps you improve response rates and achieve excellence in event hosting with an event management solution that keeps all your important information in one place. Automate event management tasks, capture information accurately, and make it easy for people to sign up through the Web so that you can improve response rates and keep costs under control. Because event data is stored in the same database as your Microsoft Dynamics CRM data, tracking, reporting, and planning future events becomes easier, so you can continue to improve over time.

The Event Management CRM Accelerator includes:

- Simple event creation and management
- Easy Web-based event registration
- Logistical tools and attendance tracking
- Data capture for lead tracking and planning



Make it easy for people to sign up for events through the Web while you capture customer data for better planning and analysis

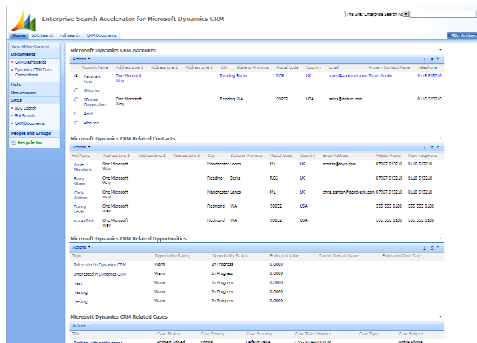
*Accelerate your people  
with new and  
enhanced capabilities*

*Accelerate your business  
with solutions that  
meet your needs*

*Accelerate your  
environment  
with rapid deployment and  
seamless integration*

## FIND MICROSOFT DYNAMICS CRM DATA THROUGH SHAREPOINT

Find, view, and act on CRM data more easily across the enterprise using the Web-based search tools in Microsoft Office SharePoint® Server 2007. The Microsoft Dynamics CRM Enterprise Search Accelerator puts your CRM data and information alongside other enterprise search results, helping to make your people more efficient and fostering re-use of your valuable CRM data. End users can view and edit CRM data through the Web without having to switch to another application. Consistent security policies are maintained, ensuring that only people with appropriate permissions are allowed to view or edit CRM data.



Put your CRM data alongside other enterprise sources of data so that people can find the information they need to do their jobs better

The Enterprise Search CRM Accelerator includes:

- The ability to find and view CRM entities through Office SharePoint Server search
- The ability to edit CRM data through Office SharePoint Server
- Full CRM data security model integration

## Microsoft Dynamics CRM Accelerators include

*Custom data models*

*Business workflows*

*Analytics components*

*Full source code*

*Guidance & documentation*

*No-cost downloads*

*No maintenance fees*

*Flexibility to evolve with your business*

*Seamless integration with Microsoft Dynamics CRM*

To download

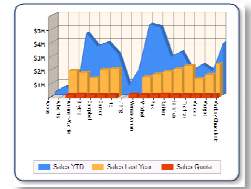
Microsoft Dynamics CRM Accelerators, visit the

CRM Accelerator Web site:

<http://www.codeplex.com/crmaccelerators>

## OPTIMIZE YOUR SALES METHODOLOGY

Achieve a more holistic approach to sales with sales methodology solutions from leading vendors. The Microsoft Dynamics CRM Sales Methodology Accelerator provides the tools and guidance you need to benefit from industry leaders Miller Heiman, SPI Solution Selling, and Target Account Selling (TAS). Close Microsoft Dynamics CRM integration makes it easy to get started using these solutions right away.



## MONITOR AND MANAGE THE SALES PIPELINE

Improve the efficiency and performance of your sales organization with intuitive tools that make it simpler to monitor and manage the sales pipeline. The Microsoft Dynamics CRM Extended Sales Forecasting Accelerator enables your sales people to view and classify opportunities more easily and to better track sales targets, budgets, and pipeline performance against sales forecasts.

Goal	Estimate	Actual	Variance	Budget
Single Sales	\$12,000	\$13,100	\$1,100	\$12,000
Forecasted Revenue	\$5,000	\$6,000	\$1,000	\$5,000
<b>Total</b>	<b>\$17,000</b>	<b>\$19,100</b>	<b>\$2,100</b>	<b>\$17,000</b>

## STAY INFORMED WITH CRM NOTIFICATIONS

Help your people stay engaged and work more productively with updates about business events that affect their job. The Microsoft Dynamics CRM Notifications Accelerator lets people subscribe to relevant CRM events, giving them greater visibility and control over how they do their job. Subscribers can consume notifications in the way that makes sense to them, through Microsoft Office Outlook® 2007, a Web portal, a Windows Vista® Gadget, or custom news reader.

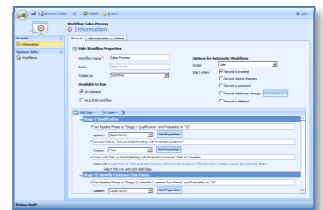


## IMPROVE YOUR WORKFORCE PRODUCTIVITY

Enhance business productivity across your sales, marketing, and service organizations with tools, processes, and reports that help people do their jobs better. The Microsoft Dynamics CRM Workforce Productivity Accelerator provides targeted productivity solutions that are quick and easy to deploy.

The Workforce Productivity CRM Accelerator includes:

- Sales process automation
- Business data auditing
- Customer reference program
- Complaints management



## Accelerate your Business

Accelerate your business with flexible solutions that fit your business today while you plan and grow for tomorrow. The CRM Accelerators provide you with customizations that expand the capabilities of your Microsoft Dynamics CRM implementation without the time and expense of custom development or additional software acquisitions.