

Microsoft



Optimize Business Productivity  
Evolve Your Business with the Cloud



# Agenda

- A changing landscape for sales and customer service
- Top business challenges for achieving sales and service excellence
- Improving business productivity
- Providing a value-based customer experience
- Optimizing resources to improve efficiencies and reduce costs
- Evolving your business with the cloud
- Next steps

# A Changing Landscape

Technology has changed customers' buying behavior and service expectations

"Companies need to respond by helping their marketers, salespeople, and customer service agents deliver a superior customer experience by increasing their productivity in ways that also improve responsiveness. This is critical in today's fast-paced, hyper-competitive business environment."

*~ Peppers & Rogers Group*



# By Giving Your People The Right Tools, You Can Amplify Their Impact



Attract  
more prospects

Close  
deals faster

Keep  
customers

Improve  
service

Discover  
insights

Enhance  
relationships

## That's the Power of Productivity

# A Success Story: Panduit



"The ease of use and flexibility of Microsoft Dynamics® CRM has played a huge role in ensuring that all of our sales and marketing team members worldwide—more than 700 people—use the system."  
— Ron Partridge, Group VP of Global Sales and Marketing, Panduit

## Challenge

Panduit—a leading manufacturer of comprehensive physical infrastructure solutions—experienced challenges with two previous customer relationship management deployments, and in both cases, user adoption was low. Panduit needed a CRM solution that was easy to use, and cost-effective to deploy and extend.

## Solution

Panduit implemented and deployed a hosted version of Microsoft Dynamics CRM within two months, including tailored screens and modified lead management capabilities to automate processes unique to the company.

## Results

- Panduit increased sales force productivity by 15–20 percent
- Reduced cost of sales by 3 percent in three months
- Achieved ROI in 8–10 months
- Gained sales consistency and coordination

# Businesses Are Looking to Cloud Services to Improve Efficiencies, Reduce Costs

**17.7%**

SaaS is forecasted to grow 17.7% CAGR.  
(Gartner)

**40%**

By 2012, 40% of enterprises will adopt a blend of cloud and on-premises...to meet their UC needs. (Gartner)

**60%**

60% of SMBs are interested in managed services—a 100% increase from three months ago.  
(AMI-Partners)

"By 2012, 80% of Fortune 1000 enterprises will be using some cloud computing services, 20% of businesses will own no IT assets."

**Gartner**

"The bottom line: Early adopters are finding serious benefits, meaning that cloud computing is real and warrants your scrutiny as a new set of platforms for business applications."

**FORRESTER**

# Benefits of Cloud Computing

## New Economics

- Pay for what you use
- Predictable costs
- Shift from capital expenses to operating expenses
- Accelerate speed to value



## Reduced Management

- No maintenance
- Faster deployment
- Instant upgrades
- Multilayered security framework and backup



## Increased Agility

- Latest software for users
- Internet collaboration
- Anywhere access
- Instant self-provisioning



# Evolving Your Business with the Cloud

## Instant Online Access

- Rapid deployment
- Accessible anywhere
- Try before you buy
- Real-time sales insight



## Familiar Experience

- Easy to learn and use
- Browser, Outlook®, or phone
- Get data on the go
- Increased productivity



## High Value

- Get more for less
- Low up-front cost
- Managed by Microsoft teams
- 99.9 percent uptime SLA



# Microsoft Dynamics CRM at a Glance



More than 2,000,000 users in more than 80 countries with 40+ languages

More than 30,000 customers from small to enterprise

More than 1,200 software and services partners with new Microsoft Dynamics CRM competency

More than 100 service providers hosting Microsoft Dynamics CRM solutions

Regional data centers in the Americas, EMEA, and APAC

# Customer Success Around the Globe

## Financial Services



## Professional Services



## Manufacturing



## Public Sector



## Retail and Hospitality



## Health and Life Sciences



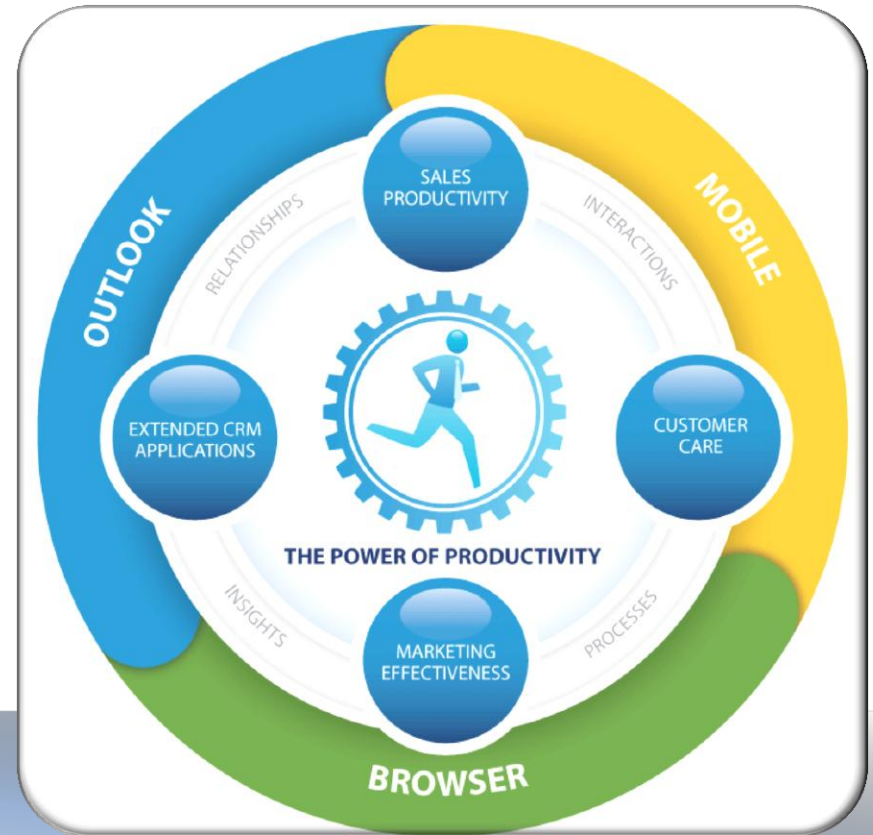
## Travel and Entertainment



# Microsoft Dynamics CRM: The Right Tool to Boost Productivity

## Key Capabilities

- Full CRM suite
- On-demand and on-premises
- Multiple access options
- Contextual analytics
- Comprehensive workflow



# A Connected User Experience Drives Productivity

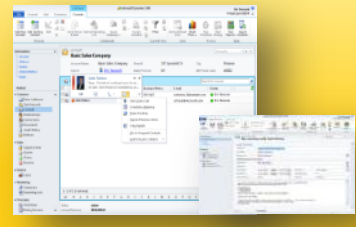
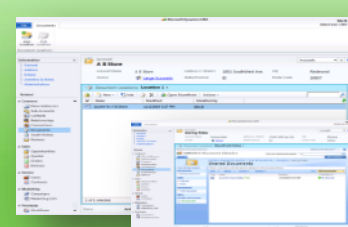
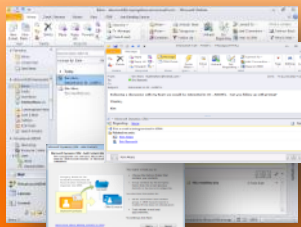
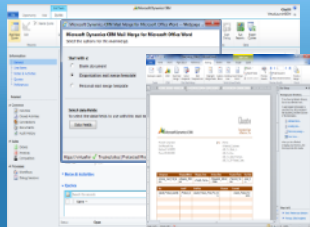


Microsoft Office  
Web Apps

Integrated  
Outlook email

Document  
management and  
portal capabilities

Live Meeting and  
Unified Messaging



*Rich  
document  
management*

*Seamless  
communications  
and tracking*

*Collaboration  
and knowledge  
sharing*

*Real-time  
IM and  
presence*



Microsoft Office Professional Plus 2010

Microsoft Exchange Online

Microsoft SharePoint Online

Microsoft Lync Online

# Better Value: Microsoft Dynamics CRM 2011

## Forrester's Total Economic Impact

*Microsoft Dynamics CRM 2011 delivers an average*

**243 percent ROI**

and

**Payback period of 4.1 months**

*"Based on the study's findings, companies looking to implement Microsoft Dynamics CRM 2011 can anticipate significant productivity gains and cost savings."*

— Forrester's Total Economic Impact Study  
May 2011

FORRESTER

**+\$200K**

PER YEAR

**MARKETING**

**+50%**

SALES  
CONVERSION

**SALES**

**15%**

SAVINGS IN  
LABOR COSTS

**SERVICE**

**+16**

HOURS PER  
MONTH

**IT**

# More Value for Less



Sales Automation  
Service Management  
Marketing Automation  
Service Scheduling  
Territory Management

Workflow  
Native Outlook Client  
Full Offline Client  
Service Entitlements

Full Mobile Client  
Initial Data Storage  
Additional Data Storage  
System Customization  
SLA

Salesforce.com  
Unlimited Edition:



**100 Custom Entities**  
**No standard SLA**

Microsoft Dynamics  
CRM Online:



**300 Custom Entities**  
**99.9% Uptime SLA**

# Next steps: Microsoft Dynamics CRM

1

Speak your iLogix Consultant to get a 30-Day Free Trial of Microsoft Dynamics CRM Online.

2

Evaluate Microsoft Dynamics CRM Online.

3

Speak to an iLogix Consultant to see how we can help your business.





© 2011 Microsoft Corporation. All rights reserved.

This presentation is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation.

Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.

MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS PRESENTATION.

Microsoft, Lync, Microsoft Dynamics, the Microsoft Dynamics logo, the Office logo, Outlook, the Server logo, SharePoint, and the Windows logo are trademarks of the Microsoft group of companies. All other trademarks are property of their respective owners.