

# Microsoft Dynamics CRM

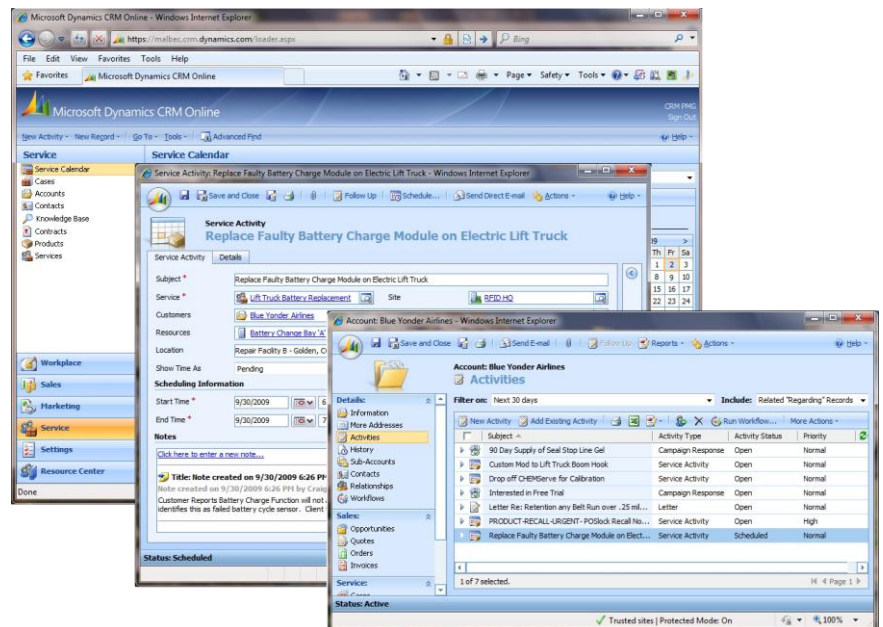
## For Industrial Equipment Manufacturing

### BENEFITS

- **Fuel collaboration.** Enable engineering, production, sales, and service teams to share customer information and drive new products and services.
- **Improve order speed and accuracy.** Connect configuration, pricing, and production information with customer information to help decrease time-to-quote and improve product and service delivery. Quote delivery schedules and pricing/costs based on real-time data and track commitments accurately.
- **Increase service profitability.** Automate service processes such as notifications for equipment maintenance, warranty compliance, and upgrade opportunities. Help ensure prompt scheduled and unscheduled maintenance on equipment in the field to help maintain quality and boost resale value. Offer customer self-service options that reduce costs of service as it improves customer satisfaction.
- **Drive constant process improvement.** Track effectiveness and profitability of product and service innovations to establish best practices across your sales and service organization.
- **Enable a mobile workforce.** Access customer, sales, and product information online, offline, or via the Web. Equip field service technicians with mobile access to case management, warranties, scheduling, and inventory.
- **Improve vendor management.** Track and analyze vendor and contractor performance to streamline contract negotiations and turn vendors into true partners.
- **Extend existing IT investments.** Integrate Microsoft Dynamics® CRM with other mission-critical business applications and existing Microsoft products and technologies to maximize the value of current IT investments.

**Industrial equipment manufacturers face increasing pressure to meet highly-specific customer expectations while shortening production cycles, maximizing service quality, and improving customer satisfaction.**

With an integrated customer relationship management (CRM) strategy that has Microsoft Dynamics CRM at the center, manufacturers can gain deep insight into customer trends and needs to effectively manage complex sales cycles, achieve delivery and service excellence, and respond quickly to growing demands for innovative products and services.



*Microsoft Dynamics CRM helps build the success of industrial equipment manufacturers globally. Providing leading solutions for sales, marketing, and service means better insights into your business, your customers, and your products.*

**A powerful CRM platform.** The familiar Microsoft Dynamics CRM interface makes it easy for sales and service staff to do their best work with minimal training. Ease of integration with familiar Microsoft products and technologies helps expand the reach of CRM information to teams and executive decision makers.

## FEATURES

## BENEFITS

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### Centralized Customer Information Management

Industrial equipment manufacturers need comprehensive, searchable customer data to improve productivity and responsiveness to changes in market conditions. Record and manage interactions, track projects, and view comprehensive customer scorecards. Identify cross-sell, up-sell, and after-sale opportunities. Link customer and sales records to service contracts, product warranty information, and other related documentation.

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### Sales and Service Excellence

With complex selling models, manufacturers must drive sales performance by giving salespeople a centralized system to track opportunities, improve demand forecasting, create key performance indicators, monitor critical success drivers, and react quickly to changing business conditions. Microsoft Dynamics CRM helps increase service response and profitability by tracking service and warranty activity, lifetime value of equipment, and equipment at risk.

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### Service Management

Service is a key profit generator for the industry. Maximize service profitability by tracking service eligibility, developing service schedules, and setting dates for scheduled maintenance. Enable field staff to include notes on service calls, and track unscheduled service calls to troubleshoot issues. Reduce service expenses by alerting service managers about unresolved service calls, at-risk equipment, or installations that require elevated levels of service.

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### Integrated Marketing

Capture lead origins and measure sell-through effectiveness, create best-practice lead follow-up routines, and better identify customer segments that are strong candidates for cross-sell, up-sell, and after-sale service activities and route them to the best sales channel.

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### Channel Communications

An indirect dealer network demands clarity and sales support from its manufacturer. Improve sales efficiency with consistent communications channels for suppliers, distributors, and service partners. Partner businesses can access product availability and pricing information to build increasingly accurate quotes, review service and usage alerts, and provide feedback to help drive continuous innovation. Distribution partners can integrate their sales processes with yours through Partner Relationship Management (PRM) capabilities and self-service portals.

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### Workflow Automation

Help ensure consistency, accuracy, and effectiveness by defining and deploying sales and service process-workflow checklists. Create sales authorization processes across engineering, sales management, pricing, finance, and accounting. Automate routine processes for faster processing, and institute best-practice innovations across the sales and service organizations.

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### Business Intelligence

Take advantage of automated alerts, workflow, and forecasting capabilities to proactively manage customer needs, inventory availability, production schedules, and more. Know which products are most profitable, which customers are essential to your success, and which resources are costing you money.

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### Integration with Existing Systems and Industry-Specific Partner Solutions

Easily integrate Microsoft Dynamics CRM with other key business systems you currently rely on, helping maximize the value of technology investments. For example, to support a streamlined quote-to-order process, Microsoft Dynamics CRM can be integrated with product configuration and order processing applications.

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### Platform Integration with Microsoft Products and Technologies

Connect with Microsoft products and technologies including Microsoft Dynamics ERP solutions, desktop applications, Microsoft® SharePoint® Server, Microsoft Unified Communications, Microsoft SQL Server®, and Microsoft BizTalk® Server to enhance communication and collaboration, deploy enterprise content management, deliver business intelligence, and tailor process automation.

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### Fast, Flexible, and Easy to Deploy

Get up and running quickly using Microsoft Dynamics CRM as an online solution, or deploy an on-premises solution for greater system customization, control, and ownership. Regardless of the deployment option, you get the same great user experience and solution.

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For more information about Microsoft Dynamics CRM, visit: [www.microsoft.com/dynamics/crm](http://www.microsoft.com/dynamics/crm)

To learn more about Microsoft Dynamics CRM in the industrial equipment manufacturing industry, visit: [www.microsoft.com/dynamics/en/us/industries/industrial-equipment.aspx](http://www.microsoft.com/dynamics/en/us/industries/industrial-equipment.aspx)