

# Dynamics CRM

**At last, CRM for the way your people work — on the go, in the field, in a service center, through a website — everywhere, every day**



Whether it's part of Dynamics AX (a complete ERP solution) or a stand-alone application, Dynamics CRM empowers people in multiple processes — sales, marketing, customer care, social media — with the information they need to deliver excellent service. The solution can also be used internally — for example, by human resources or IT — to serve employees more efficiently and effectively. Either way, the cost savings and productivity improvements are significant and sustainable. Here's why:

- The technology promotes and enhances collaboration: You can engage and leverage the productivity and creativity in the entire employee environment, as well as that of customers and suppliers.
- We mold the product to fit the business, incorporating not only leading practices by function and industry but also the company's own differentiating ways of working.
- The "look and feel" of the solution is intuitive and familiar as this solution is delivered via Microsoft products. Training is fast and easy; user adoption is deep and virtually barrier-free.
- Dynamics CRM can be used on mobile devices so that people can access the vital information they need, anywhere and anytime, to do their jobs productively.

**People matter. results count.**

## **“Faster to value” – That’s what Capgemini delivers with Dynamics CRM**

When Capgemini is your implementation partner, you get a “faster to value” investment because we work with you to develop a solution that

1. fits your business processes;
2. is easily accessible (whether the data is stored on premise or in the cloud);
3. and is usable on mobile devices.

With Dynamics CRM, you can reduce costs and increase profitability:

- With accurate information, your sales people are free to complete transactions, anywhere and anytime. Real-time visibility into the supply pipeline (including inventory and price lists) makes customer conversations relevant and productive. A common, enterprise-wide data source promotes effective teamwork across geographies and organizational groups.
- You can engage customers (and employees) in the channels (websites, portals or social media) and on the technologies (PCs, mobile phones or tablets) of their choice. Service reps have a single, unified view to support rapid service delivery, including hands-on problem resolution. Self-service portals for both customers and employees increase both customer satisfaction and process productivity.
- Deep customer insights, plus process integration, make marketing planning and execution more efficient and effective. Complexity can be reduced, and campaigns can be scaled for success.
- You can use social data to generate leads, while tracking the company’s brand presence across social web (Twitter, Facebook, YouTube and other sites). Great relationships start with active listening and proactive communications. Messaging to the marketplace is quick and brand-consistent. We support an implementation, easily expanding or enhancing Dynamics AX in response to changing business needs.

### **Why Capgemini?**

- We are probably the only global consulting company that has made Dynamics CRM part of our core business. That means we can deliver a better solution and measureable value faster.
- We leverage Microsoft products to include built-in collaboration and built-in document management; your solution will be fully integrated with MS Office.
- Our accelerator tools and large ecosystem of vertical solutions speed up an implementation.
- Our clients get highly qualified technologists and more. With our vision, industry depth, intellectual property, business acumen and go-to-market capability, we tailor each solution for optimal performance in industry-specific and company-specific processes.

- We provide on-going support, helping you easily expand or enhance the solution in response to changing business needs.

### **A formidable team: Capgemini and Microsoft**

Microsoft considers Capgemini the “go to” partner for Dynamics CRM. In addition to our history of best-of-breed integration solutions, Capgemini has a deep relationship with Microsoft:

- Capgemini and Microsoft have been partners since 1997
- Our 24,000 MS specialists worldwide have worked on 16,000+ projects in the past five years
- Capgemini is 1 of only 3 enterprises to win Microsoft’s Enterprise Partner of the Year; awarded in 2010
- Capgemini is recognized by Microsoft as a premier global system integrator
- Capgemini is a member of the Presidents Club and the Inner Circle
- We serve on advisory groups for MS products

### **Ask us for a demo**

**We can show you how Dynamics AX would run in your own business.**

For more information contact:

**Carlo Poropat**

Portfolio Lead - Dynamics AX and CRM  
email: carlo.poropat@capgemini.com  
Phone: +1 713 419 7002

**Mo Khan**

Microsoft Dynamics Solutions Lead  
email: mo.khan@capgemini.com  
Phone: +1 404.259.3490



## About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion (more than \$13 billion USD).

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

© Copyright 2014 Capgemini U.S. LLC. All rights reserved. The information contained herein is general in nature and is not intended, and should not be construed, as professional advice or opinion provided to the user. This document does not purport to be a complete statement of the approaches or steps, which may vary according to individual factors and circumstances, necessary for a business to accomplish any particular business goal. This document is provided for informational purposes only, on an "as-is" basis.