



Microsoft Dynamics CRM

Hosted By Kambrian

Why CRM?

Customer Relationship Management (CRM) software is critical for any business in any industry. When used properly, CRM software can help businesses acquire and retain customer more efficiently, and build longer-term, more profitable relationships with customers than what otherwise would be possible. CRM software has until recently only been financially viable for the large enterprise, but now through the Software as a Service (SaaS) model, can be effectively utilized by both organizations big and small. The popularity of SaaS-based CRM solutions continues to increase in the SMB market, despite the economy. A recent study found that 70% of SMBs consider CRM deployments a priority, a third of which are actively seeking solutions for deployment in 2009-10.

Microsoft Dynamics CRM

CRM can only be successful if everyone in the business who needs to use it, does so properly. Since most SMBs utilize packaged Microsoft-based applications, primarily Office and Outlook, they are most likely to fully utilize a CRM system that tightly integrates with these tools. Microsoft Dynamics CRM does just that. Many of its most important capabilities can be utilized directly from within Microsoft Outlook, as well as other MS Office applications.

Dynamics CRM is not just a plug-in for Outlook. In addition to its familiar user-interface, it is a powerful CRM solution that enables detail prospect, lead and customer tracking. It facilitates customizable workflow to support the individual business processes of the organizations in which it is deployed.

Microsoft Dynamics CRM workflow automation and analytics let your Sales, Marketing and Service staff easily share information and route tasks to provide a seamless customer experience.

Establish a 360-degree view of customer interactions, sales opportunities and buying patterns to help your sales force cultivate more profitable relationships.



Plan, implement and measure more-effective marketing campaigns by analyzing buyer trends, behaviors and offers that allow your marketing teams to track real time results and optimize Return-on-Investment (ROI).

Kambrian Private Label Dynamics CRM

Kambrian's solution architecture provides you with standalone installation of Dynamics on a dedicated virtual private server. This solution, which differs from the standard multi-tenant architecture most other hosting providers offer, provides you with a dedicated platform which you can customize to meet your individual customers' needs. Not only can you tailor your solution for your customers, thereby providing them more value than other CRM SaaS solutions, but it also provides you with an opportunity to layer valued added, high-margin customization services to Kambrian's base solution.

Kambrian's Private label Dynamics CRM solution can be sold as a stand-alone offering, or may be combined with other SaaS services including hosted Exchange.

IT Solutions for You!