



POWER TIME CORPORATION

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Introduction to Microsoft Dynamics CRM

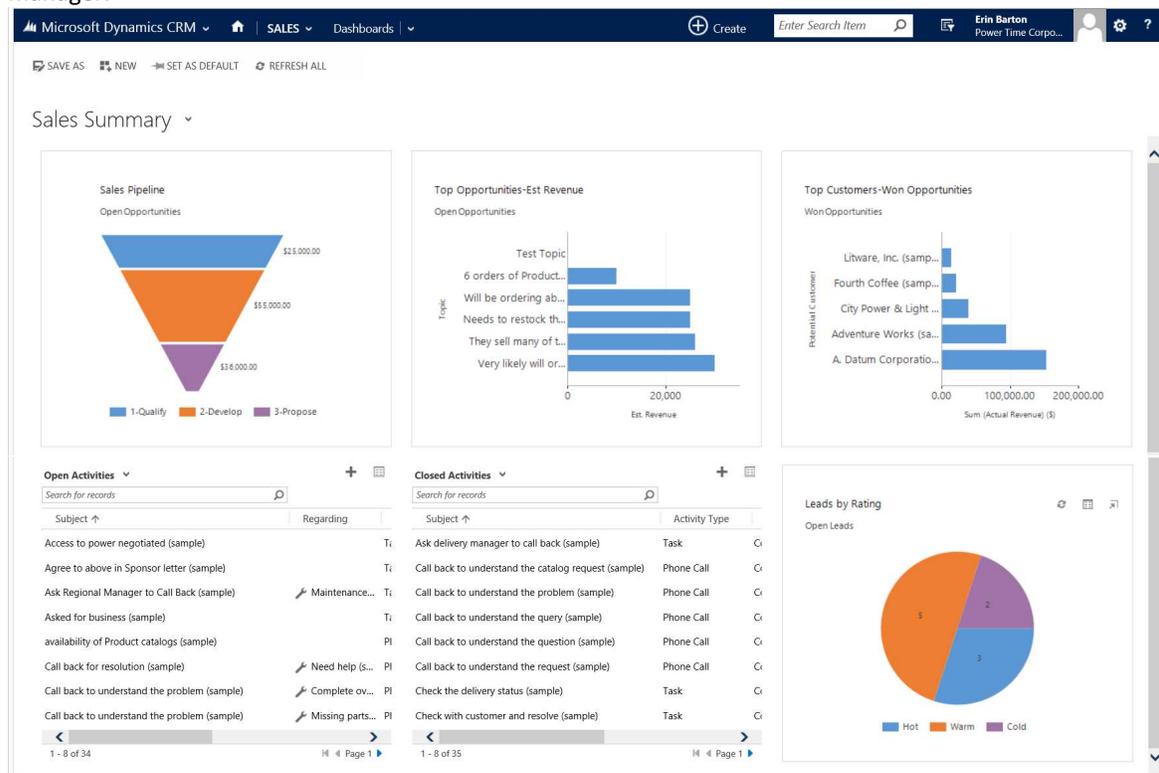
Microsoft Dynamics CRM converts your sales, marketing, and customer service processes into easy systems that work.

Dynamics CRM is a central source of information that simplifies communication between team members, provides instant visibility to management, and structures processes to ensure achievement of your goals.

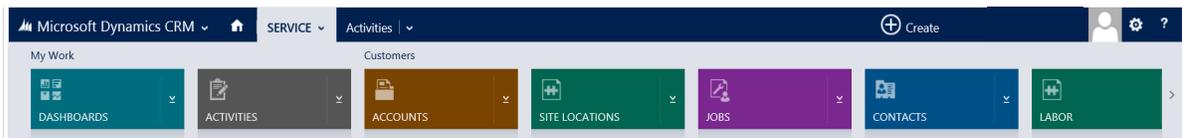
CRM means Customer Relationship Management, and any product calling itself a CRM is expected to help you manage marketing, sales, and customer service. “Out of the box” Microsoft Dynamics CRM is the most comprehensive, cost-effective CRM on the market with the tightest integration (as one might expect) with Outlook, SharePoint, and other Microsoft products. Dynamics CRM can even sit right inside Outlook, so you can work in the familiar Outlook environment. You can schedule activities, send an email, run a marketing campaign, manage sales teams and opportunities, efficiently handle customer service, and report on all of it without leaving Dynamics CRM. All activities and emails created in Dynamics CRM are reflected in your Outlook. Several ERPs integrate directly with Dynamics CRM, most software can be connected to CRM with available connectors, and many special function tools are available to work with CRM.

Let's take a quick look...

When you start your day, a dashboard provides an overview of information specific to your needs. Each user or team sees what is relevant to manage the day. For example, this might be a dashboard for a sales manager:



From any chart, you can drill down to the detail with a click. From any list, you can open an item with a click. When you are ready to get to work, you can easily access the records relevant to you, whether you need accounts, contacts, leads, opportunities, cases, marketing campaigns, or categories of information specific to your business by clicking on the area of interest in the ribbon at the top of the form.



Dynamics CRM's flexibility and customizability are key differentiators from other CRMs. Power Time clients don't want to be told that they have to work the way the software works. Most Power Time clients want a CRM that works the way their businesses work, that tracks ALL of the information – and ONLY the information - that is relevant to managing *their* businesses. Whether you distribute widgets, provide engineering services, sell health insurance, finance cars, train sales teams, or run a hospital, Dynamics CRM can capture, manage, and report information that is relevant to you.

Going mobile? Dynamics CRM is accessible from your smartphone, tablet, notebook, or iPad. The data is live, so data entered from a phone in Singapore is accessible by management in Houston instantly.

Need to work offline? Just click Go Offline in your Outlook client and all of the data you are authorized to take offline will be downloaded to your PC for offline work. Once you are back online, click Go Online and your new data will instantly be synchronized with the central database.

Want in-depth current market intelligence about your prospects and accounts before making your calls? CRM Marketing Insights feeds detailed company information, decision-makers, and up-to-the-minute company news right into CRM at no additional cost. Built-in maps get you where you need to go and help plan your travels. Business networking interfaces help you find mutual connections to make important introductions.

Power Time has been pleased to offer Microsoft Dynamics CRM since 2006. With more than 25 years specializing in helping business grow by consolidating and automating processes, eliminating redundancy, bridging communication chasms, and simplifying reporting, we do not take lightly our commitment to a tool. We believe that Microsoft Dynamics CRM is worthy of your consideration. We hope you will agree.

Please call or email me any time to discuss your requirements and how Microsoft Dynamics CRM can contribute to your bottom line. I look forward to hearing from you!

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