

*Customer  
Dynamics*



*CRM Made Simple*



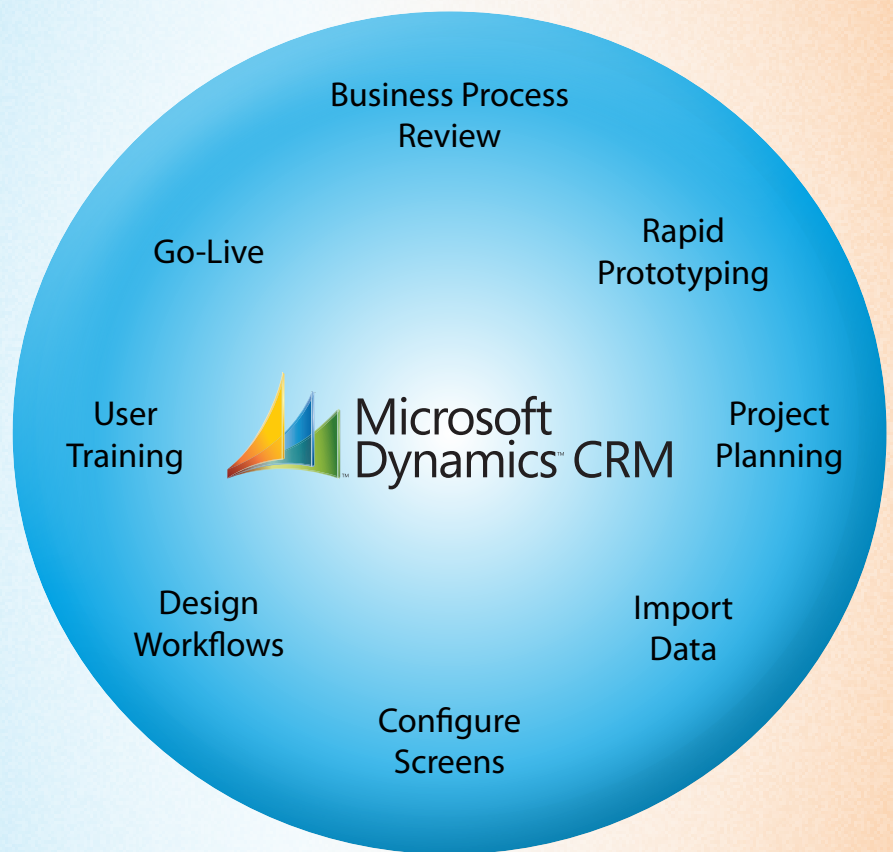
## CRM Made Simple

Customer Dynamics provides leading edge Customer Relationship Management (CRM) software solutions and professional services to organizations looking to improve their operational performance and efficiency. At the core of each customer engagement, we de-mystify the process of deploying CRM through the use of best practices, technology, and a proven methodology for implementing systems that produce results fast. Because we focus 100% on Microsoft Dynamics™ CRM, we're able to guide customers to the most appropriate capabilities and deployment options more efficiently and cost effectively than other providers. We're passionate about CRM and are continually looking for ways to improve the effectiveness of our customer engagements and our customers' performance.

### QuickStart™ Process

*"The people at Customer Dynamics have been the best consultants I've ever worked with. And I've worked with a lot of consultants! The implementation went extremely well."*

- Catherine Goodman  
Summit Financial





## Rapid return on your investment

**W**e're committed to helping our customers get tangible value from Microsoft Dynamics CRM in a timely fashion. To help facilitate this process, we've developed the QuickStart™ program to enable most customers to "go live" new CRM in as little as 30 days. Our standardized QuickStart approach, along with a carefully organized project plan and our experienced professional services staff will ensure a successful implementation that is on-time and on-budget.



## Adapt to your business

**C**ustomer Dynamics can help you get up and running quickly and cost effectively with a solution tailored to your needs. Whether you are looking to operate centrally in a single office, or in a distributed environment, on-line, or access information from a cell phone, we can implement a CRM solution to fit how you run your business. Since Microsoft Dynamics CRM runs out of Microsoft Outlook, your staff will already be familiar with the software, ensuring they will use it.



## Deep industry experience


**C**ustomer Dynamics has over 14 years experience developing and implementing CRM solutions, and has helped hundreds of companies improve their business performance. With a wide range of implementation experience across industries such as Manufacturing, Distribution, Financial Services, Professional Services, and General Business, Customer Dynamics can provide guidance on improving your business processes and procedures to get the most out of your CRM investment.



**O**ur services start with our “CRM Made Simple” philosophy, and include fixed price, fixed scope “QuickStart” implementation packages that includes everything you’ll need to get your CRM system up and running and delivering tangible value. We eliminate unnecessary complexity and keep the initial implementation scope focused on a solid foundation of proven capabilities that result in fast user adoption and a rapid return on investment.

We can also deliver a wide range of professional services to address every aspect of your unique CRM installation. Our depth of experience ensures that you’ll receive the best possible service at the best possible rate. And we offer many services packages at a fixed price, so you can more easily plan your complete project investment up front.

- **Training** - We offer a variety of training options to get new users, power users or administrators up to speed quickly. Training can be delivered either on-site or remotely over the web.
- **Data Conversion and Migration** - Easily leverage your existing business data in your new Microsoft Dynamics CRM system through our data conversion and migration services.
- **Report Writing** - Learn how easy it is to generate meaningful reports that help you see key metrics and understand every aspect of your sales, marketing and customer service operations. Make better business decisions with custom tailored reports.
- **Dashboards and Portals** - Customer Dynamics can help you set up Business Intelligence Dashboards that provide user specific information in graphical formats for rapid assimilation. Once displayed, users are able to drill down to the data represented for a more detailed view of the numbers.
- **System Integration** - For companies that want to get the most value from their Microsoft CRM Investment, CRM is a whole business strategy. This means that customer data from back-office systems such as Accounting, Manufacturing or ERP systems need to be integrated with CRM to provide you with actionable information.
- **Workflow and Process Automation** - Collaborate at every level, and give everyone access to the business process best practices that can make them more effective and efficient. Microsoft Dynamics CRM empowers a more consistent, productive company.
- **Product Extensions and Plug-ins** - Most companies have unique business processes that require specialized transactions and activities. Customer Dynamics can help you deploy business and industry specific functions that integrate seamlessly within the Microsoft Dynamics CRM application environment. We offer many plug-ins as turnkey applications such as PDA integration, Quickbooks integration, web lead capture, and call center management.



*“Customer Dynamics was very knowledgeable in adapting our system, and always available when we need them. I’ve worked with a lot of IT people, and Customer Dynamics has been very responsive. Great to work with!”*  
*“The pre-defined implementation plan helped orient us in the process so we always knew what to expect and where we were going.”*

– Greg Lamb, Delta Valve