



# EQUINOX INTEGRATED BUSINESS®

## MICROSOFT CRM 4.0™

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### EIB – Microsoft CRM 4.0

Microsoft Dynamics CRM 4.0 is a fully integrated customer relationship management (CRM) system. Microsoft Dynamics CRM gives you the capability to easily create and maintain a clear view of customers from first contact through purchase and post-sales. With tools to enhance your company's sales, marketing, and customer service processes—**along with native Microsoft Office Outlook integration**—Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution. Microsoft Dynamics CRM helps you drive consistent and measurable improvement in everyday business processes.

**Marketing:** A clearer view of customers and more informed marketing investments. Segment customer lists into distinct benefit groups and then market to one or more of the identified segments using a workflow-driven model. With Microsoft Dynamics CRM, your marketing professionals can leverage tools for:

- customer segmentation
- campaign planning and execution
- data extraction and cleansing
- analytics and reporting
- marketing/sales collaboration tools
- information sharing portals

**Sales:** Get more leads and close more business. Access a complete view of customer data online or offline, and leverage tools that enable your sales professionals to get real-time access to leads, identify cross-sell and up-sell opportunities, and close more deals, faster. Microsoft Dynamics CRM provides:

- lead and opportunity management
- account and contact management
- territory management
- forecasting and sales analytics
- offline and mobile device access
- quick access to products, pricing, and quotes

**Customer service:** Provide more value to customers. Respond faster to customer service issues and empower your service organization to anticipate, address and deliver consistent, efficient customer care that contributes to long-term business profitability. Microsoft Dynamics CRM provides functionality for:

- account and contact management
- case and interaction management
- product and contract management
- knowledge-base management
- service scheduling
- workflow across teams and groups
- service reporting and analytics

Training provided through Microsoft [e-Learning](#).



Each of the EIB offerings is ala-carte and pay-as-you-go.

There is no major long term commitment. So pick what you need as you need it.

Scale up or scale down as your business requires.