

MICROSOFT DYNAMICS CRM 4.0

For Federal Government



Improve collaboration, information tracking, constituent service, and workflow management. Reduce custom development costs and time-to-market for line of business tracking applications.

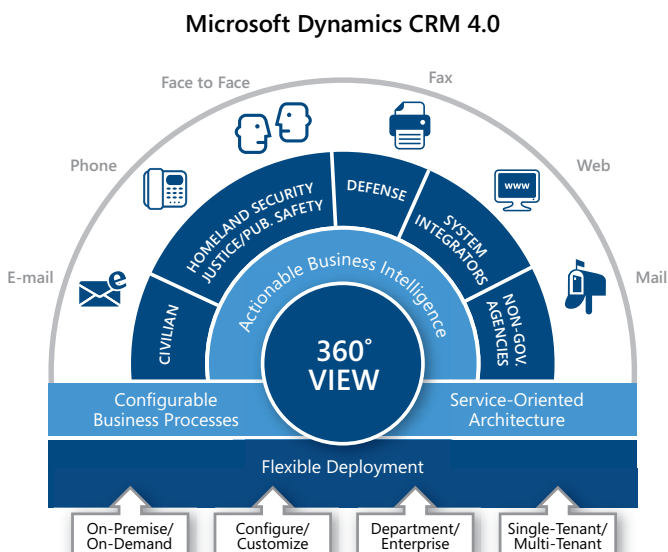
In a time of instant global communication and ubiquitous information, when people are more accustomed to higher levels of prompt, customer-oriented service from private-sector companies, there is also a growing demand for the same caliber of service from government agencies. With citizens, businesses, and regulatory bodies seeking convenient access to government information and services, providers of these services are often hampered by limited resources and paper-based service delivery processes that are often inefficient.

Further compounding the issues is the mounting pressure for quicker communication, smoother procedural handling, and overall better service and delivery within and among various government agencies. Microsoft Dynamics CRM 4.0 Professional is a simple, effective solution that tackles those complex challenges from multiple angles. **A configurable development platform**, it provides the invaluable capability to swiftly develop and deploy solutions specifically targeted to your agency's mission and exact line of business needs.

Microsoft Dynamics CRM 4.0 Professional is a cost-effective solution that is fully integrated into the Microsoft infrastructure, reducing complexity and expenses tied to custom development while enabling agencies to track people, places, processes, and more, in a faster, more economical manner. With a CRM code that is reusable from application to application, the product drives consistent efficiency with improved workflow tools that enable inter-and intra-agency collaboration and productivity. It leverages the agency's internal staff, existing contractor/system integrator relationships, or Microsoft CRM-certified partners to deliver business applications. Easy data access and real-time visibility into how the CRM system is functioning enable agencies to quickly identify and troubleshoot; and exceptional access to design tools allow end users, power users, and administrators to customize solutions. Wizard-based tools enable users to make faster, more informed decisions and independently create sophisticated reports without the assistance of external contractors. Microsoft offers certification and training for this development platform.

The versatile Microsoft CRM 4.0 allows multiple organizations to be hosted on a single CRM server. CRM 4.0's Multi-Tenancy offers the ability to choose on-demand, on-premise, hybrid, or self-hosted implementations all delivered on a common architecture and data model. In choosing the deployment model suitable for your agency's specific business and IT needs, departments and organizations also receive the flexibility to switch deployment models over time if needs or preferences change.

Microsoft CRM 4.0 Professional is designed to be a natural extension of Microsoft Office and Outlook®, providing a familiar and intuitive work environment that fosters user adoption and productivity. Because the product is built on the scalable and secure .NET platform and leverages standard tools and technology – including Microsoft SQL Server™, Microsoft BizTalk® Server, and Microsoft Visual Studio® – Microsoft CRM 4.0 Professional lets you take advantage of your agency's existing IT investments and in-house expertise, reducing the total cost of ownership. With one solution, government agencies can customize different applications to their specific and various needs.



Real-World Technology for Real-World Government

Civilian	Homeland Security/ Justice / Public Safety	Defense	Non-Governmental Agencies
Correspondence and Targeted Outreach Management			
Grants Management/ Peer Review	Emergency and Response Tracking	Recruiting and Retention	Volunteer Tracking
Call Center Management			
Field Inspection	Intelligence Gathering	Depot and Asset Management	Donations Tracking
Case and Contract Management			
Contact and Issue Management	Investigation Management	Suspense Tracking/ Task Management	Member Tracking
Personnel Management and On-Boarding			

Created to streamline efficiency for Civilian, Homeland Security, Defense agencies, and non-governmental agencies, Microsoft Dynamics CRM 4.0 helps federal organizations fulfill their missions effectively.

WORKS THE WAY YOU DO

Microsoft CRM 4.0 Professional integrates directly into Outlook and other Microsoft Office applications, including Microsoft Office Word, Excel®, and PowerPoint®, which allows your staff to work within the familiar, user-friendly Outlook environment.

- Handle agency tasks – including sending and managing e-mails, storing contacts, and organizing your appointment calendar – without leaving Outlook.
- Enhanced data synchronization and mobility features allow for easier access to necessary tools and information from anywhere and at any time.

WORKS THE WAY YOUR AGENCY DOES

Every agency is unique. Microsoft CRM 4.0 Professional can be quickly adapted to your agency’s current needs while providing a flexible, scalable service-delivery platform.

- Tailor Microsoft CRM 4.0 Professional to match your specific mission. Intuitive, Web-based design tools make it easy to modify application forms, data fields, and relationships.
- Streamline processes through process automation, enabling your agency to transform repetitive tasks into powerful, automated business workflows, by leveraging Windows Workflow Foundation.
- Integrate applications and information using Web services to create seamless links across systems and platforms. Gain control over information flow from an inter-agency, intra-agency, and citizen outreach perspective.
- Measure the success of your programs with powerful tracking and analytic tools that produce key performance indicators and graphical analysis.

WORKS THE WAY TECHNOLOGY SHOULD

Competing IT priorities have left many agencies struggling with how to integrate a wide range of often incompatible legacy applications. Microsoft CRM 4.0 Professional enables government agencies to standardize and consolidate information regardless of where it is created or stored.

From more reliable installations or upgrades to improved performance, greater streamlined deployment and management, and enhanced security, Microsoft CRM 4.0 Professional provides features that improve user productivity while minimizing administrative and operational costs. Designed to provide a highly extensible platform, Microsoft CRM 4.0 Professional is easily customized to help meet an organization’s specific processes and requirements.

- Protect the security of information with a security-enhanced platform designed to help keep your agency’s data confidential.
- Streamlined installation processes and enhanced diagnostic and troubleshooting tools significantly reduce set-up time.
- Rapidly search large volumes of information with optimized data views and queries.
- Increase system availability with fault tolerance and failover protection. Deploy Microsoft CRM within clustered Web, database, and e-mail server environments.
- Monitor the condition of your CRM environment with centralized management and notification tools.
- Install Microsoft CRM automatically with or without a local data store. The zero-footprint browser client provides a rich CRM experience with full application capabilities.

Customer Examples Leveraging the Microsoft CRM Development Platform

Correspondence and Targeted Outreach Management	Organize and track the handling, delivery, and storage of electronic messages from your constituents and within your offices. Improve outreach awareness and service while trimming costs and boosting citizen satisfaction through constituent segmentation and targeted campaigns.
Call Center Management	Help ease frustration by giving your employees quick, reliable access to the critical information and tools they need to address caller inquiries. Reduce costs through caller self-service options, consolidated customer information from disparate enterprise systems, and automation of routine processes.
Case and Contract Management	Route case assignments efficiently to case workers who have the right skills and experience; even refine it by workload. Streamline evaluation processes by electronically storing forms, applicant history, past agency action, and more.
Grants Management/ Peer Review	Simplify grant processing and grant application reviews with a standardized, electronic system that follows all legislative grant-management directives and provides streamlined, electronic access to the information you need to ensure fairness, and maximum competition among solicitors.
Field Inspection	Easily collect, compile, and organize data from the field or remote offices, then synchronize it with other organizational platforms. Track everything from constituent application information to inspector reports and violations, licensing information, and much more. Effortlessly determine staff and resource scheduling availability.
Contact and Issue Management	Serve citizens more effectively through improved collaboration among government agencies and services across city, regional, and national jurisdictions.
Emergency and Response Tracking	Efficiently respond to threats and emergencies by using advanced analyses for threats and case management. Access information and dispatch resources from the field based on specialization and availability.
Intelligence Gathering	Organize the huge stores of information compiled through intelligence gathering and more easily identify patterns and trends. Take advantage of increased collaboration options and simplified management processes.
Investigation Management	Streamline investigation processes within single or across multiple jurisdictions and agencies. Ensure quick processing of information and distribution to the correct audience.
Recruiting and Retention	Recruit qualified candidates and effectively align service opportunities to their competencies and aptitudes, thereby increasing morale, welfare, and retention levels. Track skills and qualifications through performance analysis indicators.
Depot and Asset Management	Streamline and reduce the cost of government supply chain management through simplified asset, inventory, and warehouse management. Increase the efficiency of agency and department resources with better tracking of product life cycle and maintenance records.
Suspense Tracking and Task Management	Manage and track processes more efficiently by establishing hierarchical workflow instructions. Military effectiveness relies on dependable personnel and equally reliable technology systems to ensure administrative and operational tasks are delegated, managed and completed according to plan.
Personnel Management and On-Boarding	Simplify and manage Human Resources responsibilities with an integrated solution that can be applied toward a centralized workforce, employee evaluations, and on-boarding.

Advanced functionality in a familiar environment

A service calendar provides an integrated view of scheduled field-employee activities, including workload assignments, over-commitments, and staff availability. This assures effective scheduling of new service activities, such as field-service inspections, case-worker site visits, and investigation interviews.

Microsoft Dynamics CRM looks and acts like a natural extension to Microsoft Office and Outlook, through which you can:

- Automatically synchronize calendar items, contacts, tasks, and e-mail.
- Personalize data access according to the role of each user.
- Utilize native Microsoft Outlook folders and Command Bar.
- Access quick views of relevant information.

Adapt Quickly to Change

Keep up with the changing pace of government with a CRM solution that is designed with the flexibility to grow and adjust with your department or agency. Quickly deploy and customize your CRM application to fit your organization's needs with point-and-click customization that can be fully upgraded.

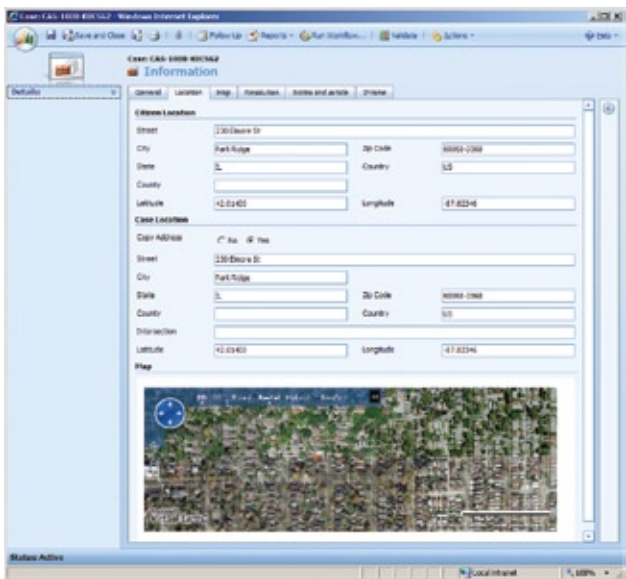
- Visual tools allow departments to promptly customize Microsoft Dynamics CRM at the analyst level. Create and modify entities, forms, workflows, and more to keep up with shifting needs.

The new version of Microsoft Dynamics CRM leverages the full power of Microsoft SQL Server Reporting Services (SRS), which provides a highly scalable server-based platform for reporting and analysis. Microsoft CRM enables users to analyze data in Microsoft Excel while maintaining a live connection to the underlying CRM data model, allowing them to take data into Excel, go offline, work with the data while on the road, and then automatically refresh the spreadsheet with the latest data when they reconnect to the system.

Microsoft Dynamics CRM also provides:

- Highly scalable server-based platform for reporting and analyzing.
- Powerful reporting via SRS.
- Secure, roles-based access at the database level.

- Standard .NET development tools and skill sets in IT make upgradeable customizations quick and efficient. Leverage the native SOA architecture and standard Web services to unify customer processes across enterprise applications.
- Change completely by using Microsoft Dynamics CRM as a platform for solutions that reach beyond the traditional scope of CRM.
- Reduce expensive custom development by easily modifying the user interface and associated forms.



Learn more about how Microsoft CRM 4.0 Professional can help your agency build successful relationships with your constituents: www.microsoft.com/government/crm