

Transform your customer relationships



Avanade® Customer
Relationship Management
Services



From Accenture and Microsoft

A young maple sapling with two bright green leaves against a blurred green background. The stem is thin and brown, with several nodes visible. The leaves are large and have a characteristic five-lobed shape with serrated edges. The background is a soft, out-of-focus green, suggesting a forest or garden setting.

The opportunity to improve business results with solutions that drive better customer relationships and insights continues to be a top priority for both business and IT managers. More than 22,000 organizations have made the decision to base their performance on Microsoft Dynamics® CRM. Avanade has deployed more Microsoft Dynamics CRM solutions than any other organization in the world, is the current Microsoft Dynamics CRM Partner of the Year, and is recognized as a Microsoft Dynamics Inner Circle Partner and President's Club Member. Avanade's CRM experts leverage our global delivery capability, proprietary technology solutions and assets—including the Avanade Productivity Platform™ for CRM—for rapid and cost-effective deployment and customization, driving the fastest possible return on investment.

Provide the highest levels of service

Customer relationships. They may be complex and unpredictable, but they also determine the success of your business. When you have a complete, holistic and accurate view of your customers, you can increase sales, improve service and boost customer loyalty. Avanade offers a wide range of Customer Relationship Management (CRM) services and solutions based on Microsoft Dynamics® CRM, whether you want to implement CRM, upgrade the systems you have, use the CRM platform as the basis for other solutions or take advantage of cloud-based CRM offerings.

Harness the flexibility that gives you an edge CRM has long promised to deliver more productive customer interactions and drive more profitable relationships. However, legacy systems and incomplete hosted offerings haven't always delivered the tailored functionality that makes it a success. And despite the fact that many businesses have made CRM a top priority, they don't always know how to ensure their investments will benefit them today and in the future.

Avanade CRM services are designed for maximum flexibility, so you can address these challenges. We have a range of services, supporting solutions and assets that meet a wide variety of needs and budgets. These include:

- **Avanade Online Services (AOS) for CRM.** This end-to-end service gives you the benefits of a tailored on-premise CRM solution delivered in cost-effective, predictable and flexible Software-as-a-Service (SaaS) model.
- **Customer Care.** Our solutions help you deliver superior customer service to maximize satisfaction, and provide you with usable insights into customer needs and behavior.

- **Marketing Management.** Avanade helps you manage return on marketing investments with a platform to help you plan, target and execute marketing campaigns and then capture and mature marketing prospects to leads, opportunities and sales—and eventually loyal repeat customers.
- **Sales Force Effectiveness.** Drive the cost of sales down and increase the effectiveness of sales personnel as they identify and build relationships, and manage the sales cycle using solutions tailored to your organization.
- **xRM Services.** Apply the capabilities of the Microsoft Dynamics CRM platform to any relationship you want to proactively manage.

Understand the power of xRM

xRM is the concept of combining Microsoft Dynamics CRM and Microsoft® SharePoint® into a rapid application development platform. More than just traditional CRM, xRM manages any relationship critical to business and is designed to help organizations meet their line of business application requirements with an approach that is more economical, rapid and flexible.

Avanade has demonstrated in numerous, diverse implementations how xRM helps organizations collect and manage information about people, money, products or services—and then can track and use the activities that are related to them and the relationships between them. We use Microsoft Dynamics CRM as a platform upon which to build specific, tailored applications that track information and processes related to real-world entities.

Lower costs with a fast return on investment

With Avanade CRM services and solutions, there's no waiting to start getting a 360 degree view of your customers. Our proven best practices, rapid deployment techniques and fully tested, preassembled Avanade Productivity Platform™ for CRM add up to an accelerated deployment process that lowers start-up costs significantly. And because you can choose from on-premises and managed Software-as-a-Service solutions—or create a unique hybrid of the two—it's easy to get the ideal result for your budget.

Our CRM specialists are experts in developing and deploying tightly integrated systems that make the most of your current and future IT investments. And because CRM is often integrated with other systems, you'll start seeing more productive customer interactions and profitable business relationships. For instance, you can interact with customers the way they want, whether it's e-mail, instant messaging, blogs or social networking. At the same time, employees can access customer data using familiar tools from Microsoft® Office and SharePoint.

Results Realized

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help you realize results.

Drive results in your industry

Every industry has specific challenges, requirements and business processes. At Avanade, we understand that the most effective CRM systems are those that can be as specific to your needs as possible. It is for this reason that we offer a wide range of industry-specific solutions that give you more value, faster. These include the following investments:

- CRM for Consumer Packaged Goods
- CRM for Wealth Management
- CRM for Insurance
- CRM for Partner Relationship Management
- xRM for Public Service

Get a proven migration path

Are you in the process of upgrading, but find yourself with high transitioning costs? Or are you just now starting to think about how CRM can boost your business? No matter where you are in the process, Avanade can help. Our CRM offerings have a proven service-oriented architecture that is more flexible and easy to deploy, and is cost-effective to maintain.

As part of this process, we'll first help you determine what solution is best for you: hosted, on-premise or a hybrid. Then we can provide you with flexible implementation or migration options that range from partial to full replacement, all with minimal interruptions to your day-to-day operations. No matter what version you are currently using, our migration assets and tools are designed specifically to ensure trouble-free deployment.

Insight

- Each Avanade solution reflects the collective experience of our global network of consultants, real-world feedback from customers and collaboration with our partners—Accenture and Microsoft.
- Our unique connections to Accenture and Microsoft provide a powerful combination of business, industry and technology insights that will help you realize business success.

Innovations

- Avanade assets and re-usable delivery tools, such as Avanade Connected Architectures® and Avanade Connected Methods, help reduce risk, fast-track deployment and cut costs.
- By enabling customers to evolve and adopt new game-changing technologies—like virtualization, cloud computing and Software as a Service—our solutions optimize IT environments with a view to the future.

Expertise

- Our consultants hold one of the highest concentrations of Microsoft expertise in the world, maintaining the most Microsoft certifications per employee than anyone else in the marketplace.
- Our expertise spans the entire Microsoft platform, allowing us to deliver comprehensive solutions that benefit your IT department, business divisions and workforce.
- Our global delivery network links onshore, offshore and nearshore capabilities, providing the right skills, at the right cost, in the right location.



Avanade services help you improve your IT efficiency and performance while reducing costs. Our services extend the value of Microsoft products and are tailored to meet your specific needs.

Application Development

Derive the most value from mission-critical applications by partnering with our Microsoft® .NET technology experts to rapidly and cost-effectively develop new, extensible applications, using the .NET Framework. Gain a competitive advantage in the market by connecting disparate systems and processes with a unifying architecture, reducing costs while increasing functionality, transparency, efficiency and agility.

Customer Relationship Management

Built on Microsoft Dynamics® CRM, Avanade CRM services can be hosted or on premise and offer an integrated, comprehensive view into customer behavior. Avanade CRM services helps you deliver better customer service, improve sales and strengthen vital business relationships.

Enterprise Resource Planning

Avanade ERP services are built on Microsoft Dynamics® AX, and integrate with your heterogeneous IT environment to connect partners, customers, and employees. With fully-tested, preassembled code and industry-specific services, you'll get more value out of your ERP project faster and more cost-effectively.

Business Intelligence

Uncover the strategic advantages contained in your company data and help your employees access and share it more efficiently. Focus your information architecture to support performance management and improved reporting and analytics that help you turn data into action and insights into your customers, supply chain, operations, financial health and partners.

Collaboration

Improve your productivity through better collaboration internally and with your partners and customers. Web-based content and document management, employee portals, search and social media solutions support cost effective options for people to find and engage each other to grow the business and drive innovation.

Outsourcing

Lower the total cost of ownership by contracting Avanade to manage your Microsoft applications and infrastructure under a service level-based agreement. Avanade Outsourcing also includes a range of cloud-based services in which you pay only for the services you use. You'll get the same applications you're already using, but at a fraction of the cost.

Technology Infrastructure

Avanade Technology Infrastructure services help create dynamic infrastructures that are efficient, scalable and extremely flexible. From the datacenter to the desktop, our services are designed to help you unleash new levels of performance, at lower cost.



About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade's services and solutions help improve performance, productivity and sales for organizations in all industries. Additional information can be found at www.avanade.com.

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