

# Transform your customer relationships



Avanade® Enterprise  
CRM™ Solutions



From Accenture and Microsoft



Avanade has deployed more Microsoft Dynamics™ CRM solutions than any other organization in the world. Our CRM experts utilize our global delivery capability and proprietary technology assets for rapid and cost-effective deployment, giving you the fastest possible return on investment.

# Elevate your customers to the core of your business with Enterprise CRM

Your customer relationships. They are evolving, complex and unpredictable, but the success of your business hinges on a complete, holistic and accurate view of your customers. A view that can help you increase sales, improve service and boost customer loyalty. CRM has long promised to achieve all that, but legacy systems and incomplete hosted offerings haven't delivered. Avanade Enterprise CRM™ is a proven enterprise solution that fulfills the promise of more productive customer interactions and drives more profitable relationships.

## Flexibility gives you an edge

Your CRM system needs to work the way your organization and people do, as well as provide tailored functionality that reflects business reality today, and prepares you for tomorrow. Rapidly add functionality and incorporate new business processes to meet evolving customer management needs with the Avanade Enterprise CRM solution. So as your business needs change, so can your CRM system.

Gain a competitive advantage while making it easier for customers to do business with you with this new level of flexibility. You can interact with customers the way they want to—email, instant messaging, blogs and more. Interacting through these social networking vehicles helps you positively distinguish your business and sets you apart.

## Integration boosts productivity

Legacy CRM systems are fragmented, giving you an incomplete picture of your customer relationship. What you need is a 360 degree view of your business that enables you to drive consistent and proactive customer interactions throughout the organization, delivering valuable insight and real-time information.

Integrate your customer information, business processes and communications with Avanade Enterprise CRM. Have more productive customer interactions and profitable business relationships with a CRM solution that combines seamlessly with the familiar Microsoft Office Outlook® interface.

Our CRM specialists are experts in developing and deploying tightly integrated systems that make the most of your current and future IT investments. And our CRM solution is full-featured with customer analytics, operations and collaboration capabilities. Tight integration and robust features empower your people to effectively manage customer interactions, while building sales performance and customer satisfaction.

## Lower costs and fast return on investment

We understand that today's IT expenditures revolve around the return on your investment and the cost-effectiveness of a solution.

Avanade speeds your time-to-value with a proven customer relationship management solution. The Avanade Productivity Platform includes proven best practices, rapid deployment techniques and fully tested, preassembled code to accelerate the delivery of a tailored, easy-to-use customer management system. Our deployment team brings these and other reusable assets, processes and methodologies to get your customer relationship management project off to a fast start and successful completion.

Our accelerated deployment process also results in less start-up costs. And, once deployed, the Avanade Enterprise CRM solution is a user-friendly, efficiently manageable and easily maintained system, lowering your total cost of ownership.

The result: the fast return on investment you need and the reduced costs you want going forward.

### Drive results in your industry

Your industry has specific challenges, requirements and business processes that are unique. What you need is a global business consultancy that can configure your CRM system to be specific to your needs. Our consultants have in-depth application and knowledge of many industries, and they understand that CRM systems need to fit the way your organization and people work.

That's why we continually develop and offer a wide range of industry-specific solutions that accelerate time-to-value. These industries include: consumer packaged goods, healthcare, insurance, financial services, public service and more. We continue to develop these industry offerings, as well as consistently invest in niche expertise to help bring value to your organization quickly.

Our industry-specific experience, as well as our broad and deep expertise in successful CRM engagements for leading companies around the world, gives you the added benefit of rapid, trouble-free deployment. Avanade brings you all these resources—enterprise experience, reusable assets, industry expertise and best practices—to get your customer relationship management project off to a fast start and successful completion.

### Results Realized

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

### A proven, economical migration path

Is your organization running into major transitioning costs with your current legacy or hosted CRM system? Avanade will help you achieve a seamless migration to Microsoft Dynamics CRM, then derive the maximum value from this leading platform. No matter what version you are currently running, our migration assets and tools are expressly designed for trouble-free deployment.

- Avanade gives you the options and choices you need in delivery models, including on-demand, in-house or hybrid implementations.
- Our experienced consultants have unmatched expertise in migrating customers from first and second generation systems to Microsoft Dynamics CRM.
- Avanade provides flexible migration options that meet the needs of your business from partial to full replacement, all with minimal interruption to your day-to-day operations.
- Avanade Enterprise CRM has a proven service-oriented architecture that is more flexible and easy to deploy, and is cost-effective to license and maintain.

### Insight

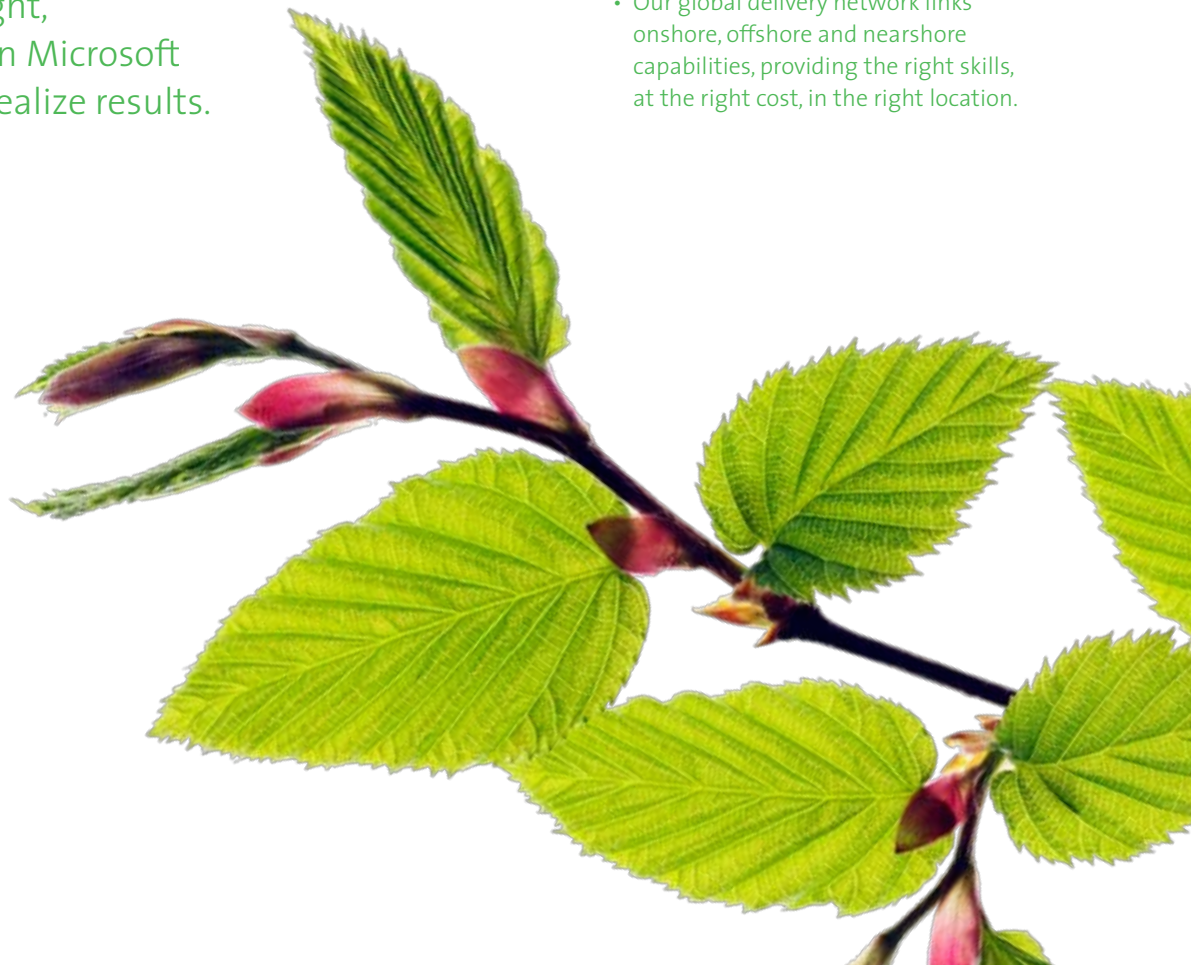
- Each Avanade solution reflects the collective experience of our global network of consultants, real-world feedback from customers and collaboration with our partners—Accenture and Microsoft.
- Our unique connections to Accenture and Microsoft provide a powerful combination of business, industry and 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, 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 solutions help you improve your IT efficiency and performance while reducing costs. Our solutions extend the value of Microsoft products and are tailored to meet your specific needs.

## Avanade Application Development Solutions

Leverage existing technology and progressively build capabilities to cost-effectively align with strategic needs. The key is proven .NET technology that maximizes mission critical line-of-business and customer-facing applications for reduced costs, higher functionality, greater transparency, improved efficiency and enhanced agility.

## Avanade Business Intelligence Solutions

Transform data into a strategic asset that can build the basis for well-informed, strategically sound decisions. Our well-designed Information Architecture and Enterprise Performance solutions help you stay ahead of the competition.

## Avanade Data Center Infrastructure Solutions

Help reduce costs while enabling business change. Optimize operations by eliminating server sprawl, shrinking your carbon footprint and increasing return on investment.

## Avanade Enterprise CRM Solutions

Facilitate productive customer interactions and more profitable business relationships. Built on the Microsoft Dynamics CRM, Avanade Enterprise CRM is a proven, full-featured, flexible solution that is ideal for organizations seeking a truly integrated customer management system that fits the way they do business.

## Avanade ERP Solutions

Connect your partners, customers and employees to improve business processes. Built on Microsoft Dynamics AX, Avanade ERP integrates with your heterogeneous IT environment, allowing your decision makers to have a comprehensive view of your enterprise, and providing a familiar Microsoft Office interface that users can quickly adopt.

## Avanade Managed Services Solutions

Take advantage of high-quality, low-cost services that help you manage and support your organization's application environment—whether it's all or only a part of the application portfolio. Avanade provides industry-leading skills, processes, project management and software expertise for significant savings and performance benefits in the areas of application maintenance and enhancement.

## Avanade Workplace Infrastructure Solutions

Experience a next generation workplace where distributed employees, customers and partners can collaborate quickly and easily—all at a lower cost and with improved agility. These solutions take into account both the human element and the associated infrastructure so people can work productively anytime, anywhere and from any device in real time.

## Contact us

To learn more about how Avanade can help you leverage your IT investment and greatly expand your technology capabilities, visit our website: [www.avanade.com](http://www.avanade.com).



### About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade consultants apply unsurpassed expertise in the Microsoft platform to create innovative solutions that enable large organizations across all industries to improve performance, productivity and sales.

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