Point of View

Microsoft® Dynamics CRM 2013

Introduction

With the release of Dynamics CRM 2013, Microsoft has heightened the importance and expectation for CRM solutions. Indeed, in the connected, always-on world, bridging business value with the customer experience has never been more strategic.

Avanade, a joint venture between Accenture and Microsoft, has been helping enterprise customers address their CRM strategies since the release of Dynamics 3.0. With offering one of the largest teams of Dynamics CRM consultants (800+ dedicated CRM professionals complementing more than 18,000 Microsoft practitioners at Avanade), we have at least 200 CRM-related engagements underway at any given time, supporting leading businesses around the world. We understand the importance of the Dynamics CRM 2013 release and we are excited to help businesses make the most of the new capabilities.

Microsoft’s key objectives for Dynamics CRM 2013 include:

- **Personalized experiences created with process excellence and agility**
- **Intuitive** design with a cleaner, faster interface
- A **smartly intelligent, responsive solution**
- An ability to work across boundaries with connected collaborative features
- **CRM on the go,** delivering what you need, where you need it
- Deployment **choice**
- Overall **value**

Avanade has worked extensively with pre-release Dynamics CRM 2013, developing a unique point of view on these objectives. Please continue reading to learn Avanade’s perspective on what Dynamics CRM 2013 will mean to your business.

Business Process Agility & User Experience

**Fact:** Microsoft has made significant improvements to the user interface, adopting what is commonly referred to as a “flow UI.” With this simpler and more immersive interface, processes are more intuitive. Now able to build and modify process flows using business rules, companies can easily and quickly adapt their sales and services processes to meet new customer requirements or evolving business conditions.

Avanade POV: Dynamics CRM’s new look and feel enables leading-edge business process designs and creates a compelling user experience that can drive process innovation and create new business value. However, customer sales and service processes for large enterprises are quite complex to define, configure and manage. Avanade’s experience with hundreds of global enterprise customers suggests these complex business processes will require careful definition and analysis prior to enabling them within Dynamics CRM 2013. Larger and/or more diverse organizations may also require additional degrees of customization and integration to ensure the best outcomes.

With the insight into industry leading practices we gain from Accenture, we envision leveraging the “flow UI” to create even richer process enablement and delivery of tailored solutions that
enhance the value of a CRM system. For enterprise customers, the real value of Dynamics CRM 2013 will be derived from the speed and ease of process flow configuration that will result in streamlined process execution, more predictable process compliance / outcomes and more direct enablement of revenue, retention or cost containment efforts.

Business application – In contact center environments, customer interaction quality is directly related to the agent’s ability to quickly access the right information. Process-enabled interactions drive greater productivities, guiding the agent to the right information faster, solving customer inquiries with quality and velocity that exceed expectations.

Mobility and CRM on the Go
Fact: Microsoft is helping organizations stay productive on the go, including mobile solutions with each CRM license at no additional license fee. Microsoft solutions are supported on Windows 8, Windows Phone, iPad, iPhone and Android. Windows 8, users experience a common look and feel across desktop and mobile platforms.

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Business application – For a consumer products company, Avanade delivered a mobile CRM solution that equipped field sales representatives to more effectively gather product positioning and volume data, placement statistics and retailer feedback during retail store merchandising visits. Now the company can leverage more real-time feedback to adjust its product promotion mix more rapidly, increasing sales.

Enterprise Collaboration
Fact: Microsoft supports Yammer integration to solve enterprise collaboration challenges by providing flexible and immediate access to people and resources, enhancing the customer experience. It’s about getting the right information, from the right people, in the right place, at the right time. While SharePoint is the most common platform supporting collaboration and related activities, integration between SharePoint and Yammer is a key priority for Microsoft. Yammer has become a social layer across Microsoft products (for example, Office 365, Dynamics, and eventually sync/Skype and Outlook/Exchange).

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Business application – Avanade worked with a global chemical manufacturer to change collaboration among scientists and research personnel. By building a collaboration infrastructure and long-term strategy to help its approximately 50,000+ employees work better together, the company also enabled collaboration with external agencies and university researchers. The new collaboration platform guides scientists about what proprietary information can be shared externally and includes security tools to protect classified documents.

Actionable Insight
Fact: With a strong history of integrating customer insights into Dynamics CRM processes, Microsoft continues to offer up intuitive dashboards and powerful analytics. Features within the technology stack leveraging Microsoft SQL and Excel tools help CRM users glean better insights from their CRM data. With Dynamics CRM 2013, the new mobile applications make reporting and dashboards even more accessible.

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Avanade has deep industry experience (especially when tapping into Accenture’s data models and consulting insights) and understands how to improve your view of a customer. Analytics and insights from CRM-centric systems provide high value, but must be connected to the business processes through which customers are served. Avanade understands that not all customer data lives or is stored in CRM, so determining which data to collect and correlate is critical to a successful enterprise customer analytics solution. True business value from analytics happens when the “context” is joined with CRM, creating a richer experience (with relevant personalization) for the customer and greater insights and actions at the point of engagement.

Not only are enterprises dealing with data proliferation and striving to get to one version of the truth, they also are seeking to combine new and different types of data (e.g., “Big Data”) for new insights. Avanade can help organizations leverage these often unstructured data types for actionable insights.

Similarly, the manner in which data is collected and validated can create challenges in system performance.

Netbreeze functionality to all Dynamics CRM customers as a standard part of the offering. Netbreeze’s capabilities enable social analytics and monitoring, helping businesses drive sales, optimize campaigns and engender customer loyalty.

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The addition of these marketing management and social analytics tools puts Dynamics CRM 2013 in to the same capability space as other, more focused “point” solutions for marketing management, while still providing the broader CRM functionality that most customers require. Microsoft will continue to advance these solutions, thus cultivating more interest in Dynamics CRM and opening the door to richer conversations around an integrated and automated solution to these marketing challenges. Our experience has shown that enterprise customers require deep insights on integrated marketing efforts to support a customer-centric strategy.

Business application – Avanade has developed customer analytics solutions that enrich the profile data of prospects. This helps businesses segment and target marketing efforts in order to achieve high response and conversion rates as well as improve cross-sell/ up-sell opportunities.
Conclusion
We’ve never been more excited about what Microsoft is doing in CRM. Dynamics CRM 2013 is truly becoming the platform for the connected enterprise—enabling employees, partners and customers to generate game-changing experiences.

As Microsoft’s leading Dynamics CRM provider, Avanade combines extensive experience and best practices with the strength, stability and power of Microsoft Dynamics CRM software enabling companies to maximize their technology investments. Across the globe and in multiple industries, Avanade helps enterprises create superior customer experiences, deepen customer relationships and maximize business agility.

Wherever you are on your CRM journey, we know how to help. We look forward to helping you make the most of Microsoft Dynamics CRM 2013.

www.avanade.com/CRM