



Customer Relationship Management



Catapult Systems

The Microsoft Consulting Company

- Powerful reporting and analysis tools that make it easy to identify opportunities and problems at a glance.
- Great mobile support that helps enable field workers to get instant access to customer data from most popular portable devices including mobile phones with Web browsers and laptops.

Works the Way Your Business Does

Microsoft CRM not only slips right into users' lives without disruption, it also adapts easily to your existing business workflow and processes. It features several workflow innovations that speed use, including next-step suggestions and automatic task assignment.

Microsoft Dynamics CRM also includes capabilities such as:

- A new marketing automation module that makes it easy to build customer or lead lists, create targeted marketing campaigns, track the progress of those campaigns and follow up on campaigns.
- Quick Campaign wizard that allows marketers and salespeople to send out email blasts to targeted lists and track responses.
- Service scheduling that allows you to centrally manage all aspects of a service request, from logging and dispatching to tracking and follow-up.
- Easy customization of Microsoft Dynamics CRM to your business workflow by adding custom objects and activities, designing custom views for different users and building business logic into the CRM. This enables Microsoft Dynamics CRM to automate repetitive tasks, tells users next steps, sends email messages and raises alerts for open items—so nothing falls through the cracks, giving your customers a better experience.
- Flexible reporting that enables managers to easily see how your business is doing—CRM data can be transferred into Microsoft Office Excel for analysis or into Microsoft Office SharePoint Portal Server for updating executive dashboards or collaborating on customer-related documents.

Works the Way Technology Should

Microsoft CRM works the way your IT staff wants it to because it's based on proven, industry-standard Microsoft technology that's easy to learn and work with. You'll enjoy a rapid, low-cost deployment; low support costs; and easy scalability as your business grows. IT-friendly features include:

- Easy to modify forms, data fields and information relationships so that users can get the customized information they need.
- Streamlined installation with diagnostic tools that help ensure a successful deployment.
- Fast data searches across large volumes of customer data that help users find the information they need.
- Simple and fast connectivity to external data sources that gives users access to relevant information.
- Advanced management and notification tools that are centralized and give the IT staff the right information to manage a CRM system.



How can we help you?

Contact us at 1-800-528-6248 or info@CatapultSystems.com