

# Developing in Dynamics: Unlock the Power of CRM2013

November, 2014

# Who We Are

*"The Microsoft Consulting Company"*

- Microsoft National Solutions Provider (NSP)
- 100% Microsoft focused
- We provide:
  - Cloud Services
  - Infrastructure
  - Business Intelligence
  - Managed Services
  - User Centered Design
  - Web Solutions
  - Custom Applications
  - Mobile Solutions



*\*90% of our employees maintain at least one Microsoft professional certification\**

# Microsoft Competencies

With 17 competencies to date, Catapult Systems ranks in the **top 0.10%** of Microsoft partners globally.

## GOLD COMPETENCIES

- Application Development
- Business Intelligence
- Collaboration and Content
- Communications
- Customer Relationship Management
- Devices and Deployment
- Hosting
- Management and Virtualization
- Messaging
- Midmarket Solution Provider
- Mobility
- OEM
- Small Business

## SILVER COMPETENCIES

- Application Integration
- Data Platform
- Identity and Access
- Server Platform

# A Few Announcements to Start

- Continue the Conversation on Twitter using @CatapultSystems & #CRM
- Ask Questions Using the Chat Area
- Link to the Recording & Presentation Slides will be emailed tomorrow
- Your Presenter is Matt Panzano, Practice Manager – Dynamics CRM



Deliver amazing customer experiences

Matthew Panzano

Practice Manager – Dynamics CRM

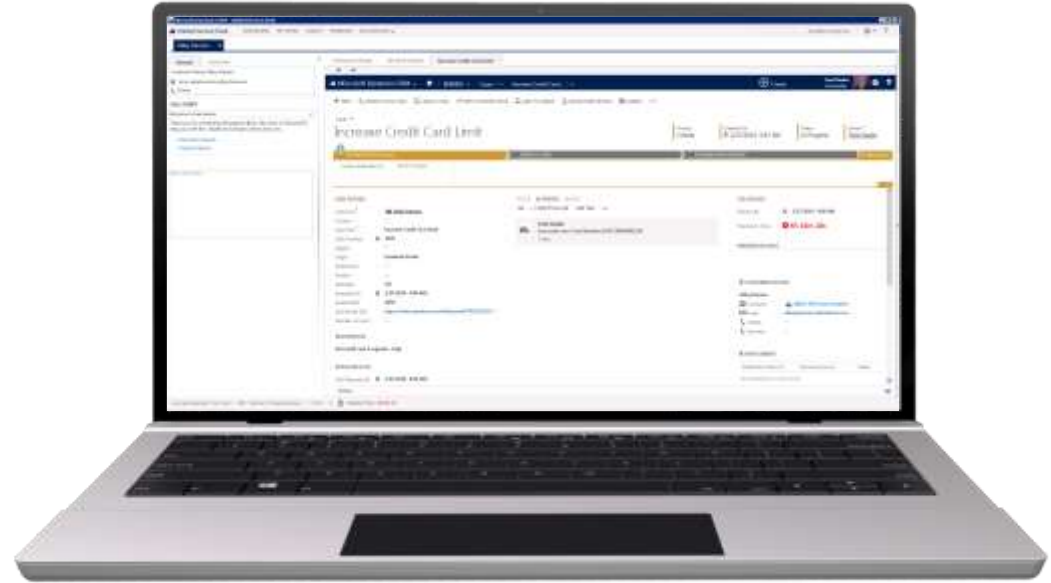
Catapult Systems



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# Dynamics CRM 2013 - Platform

- Does your system have the ability to identify your highest value clients?
  - How effective are your efforts to cross-sell and up-sell products to existing customers?
- Do you have standard processes for sell and support your customers?
- Have you do Measure ROI on your current Customer systems?
  - Sales
  - Marketing
  - Customer Care

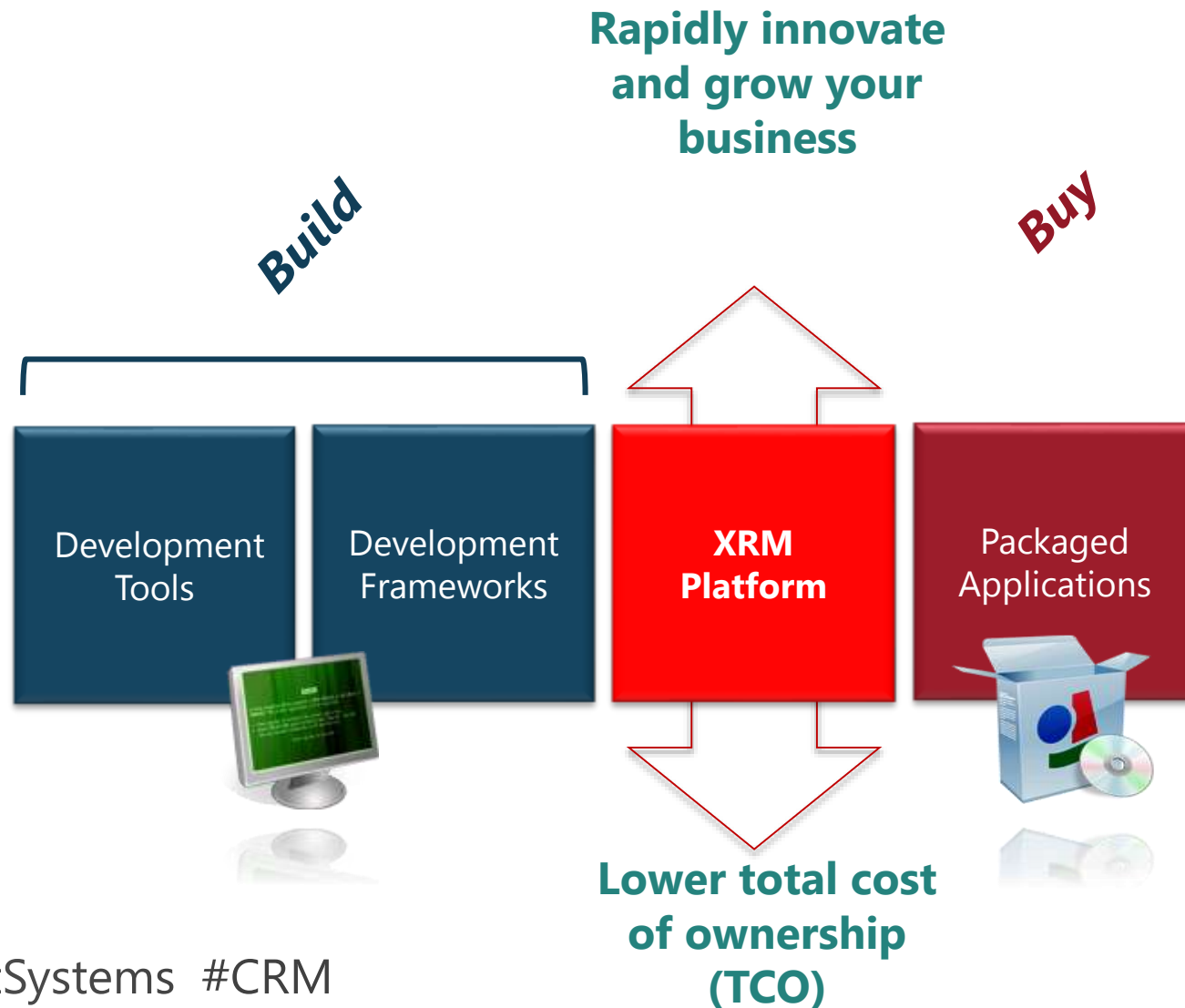


# Social service

- Listen and analyze interactions at scale on social channels.
- Create cases to engage on key social interactions.
- Use social data, including sentiment to trigger workflow rules and handle special situations differently.



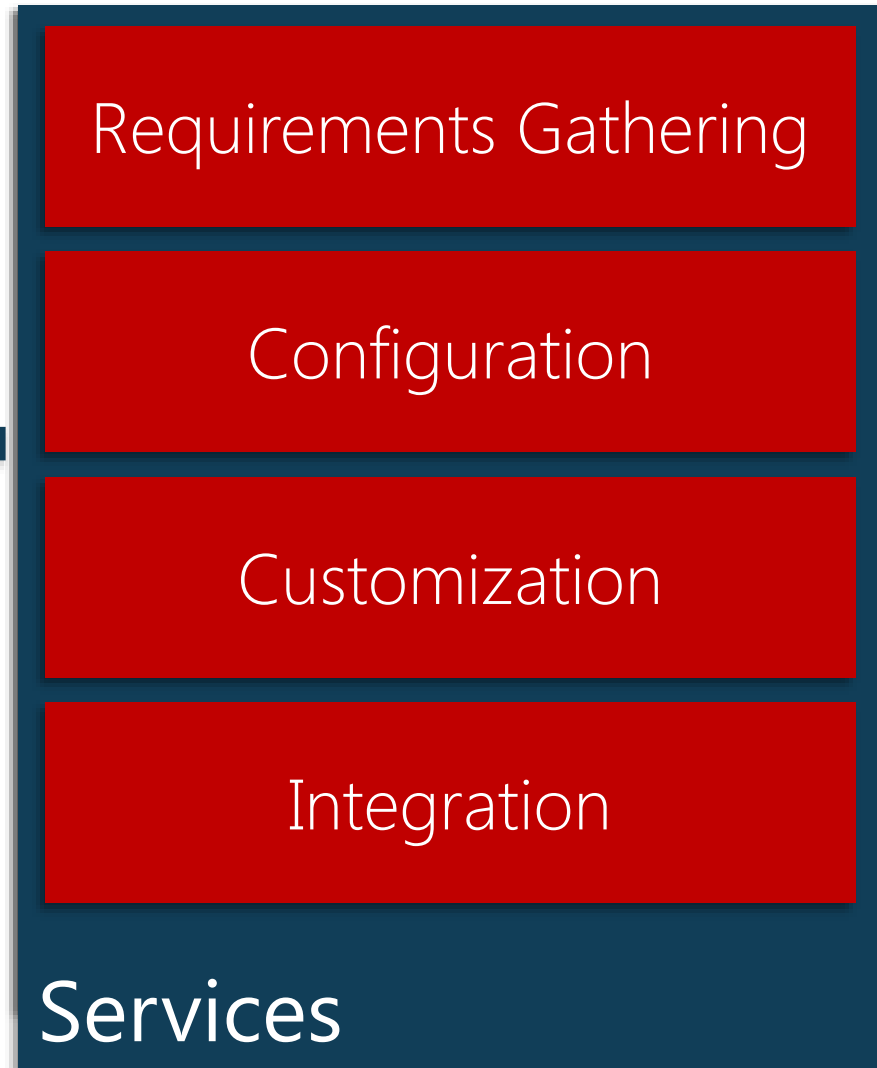
# Bridging the Gap



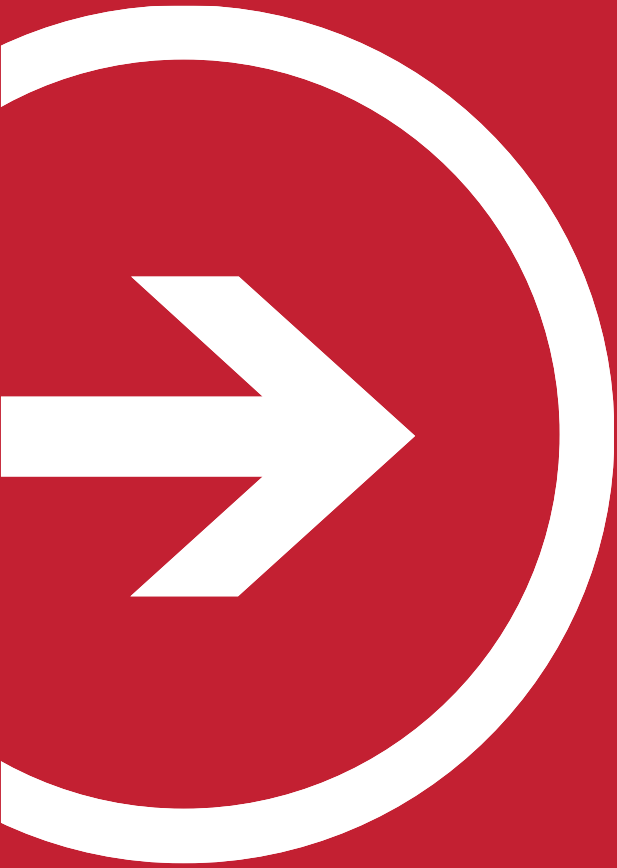
Tweet @CatapultSystems #CRM



# Creating xRM Solutions



Solutions



# Questions?

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t: @CatapultSystems #CRM

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