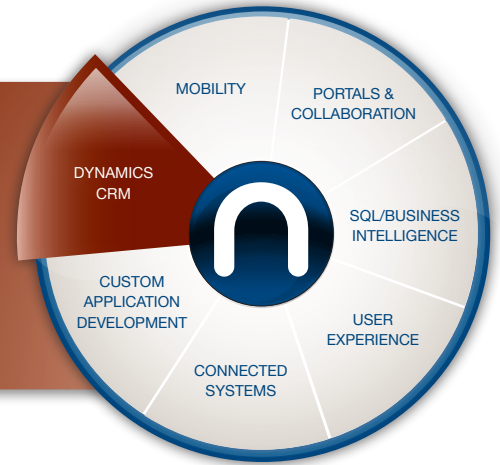


Dynamics CRM

NEUDESIC DELIVERS PROVEN CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS
BASED ON MICROSOFT'S INDUSTRY-LEADING DYNAMICS CRM PLATFORM.



The Neudesic Advantage

- Industry leadership - Microsoft Dynamics Presidents Club, Microsoft CRM Technology Adoption Program
- Deep relationship with Microsoft Dynamics CRM product & services team
- Early access to applications in development and product improvements
- Extensive understanding of Microsoft Dynamics CRM, Business Intelligence, and Enterprise Application Integration

CRM Strategy

- Organizational Planning (Global, Divisional, Team)
- Change Management / User Adoption
- Business Value Planning: ROI

Business Process Planning

- Goal focused KPIs and Metrics
- Defining Business Processes
- User Centric Design

Roadmap to Success

- Implementation Planning: Initial to Future
- Integration Planning
- Business Design: Functionality
- Reporting and Business Intelligence
- Training, Rollout, and Support

Verticals

- Financial Services: Insurance / Banking / Wealth Management
- Hospitality / Retail / Loyalty
- Commercial Real Estate
- Education
- Manufacturing / Distribution
- Healthcare

When you know your customers better, they become better customers. Neudesic's deep insight into how the business-customer relationship works comes from years of real-world problem solving experience. Our developers and architects use the power and flexibility of Microsoft Dynamics CRM to build comprehensive solutions that help organizations establish, nurture and strengthen customer ties.

Neudesic's CRM team will help you define your business goals and processes, and design user-friendly applications. Through this approach, we can deploy an effective CRM system that will enhance your business productivity, improve customer satisfaction and provide the ROI your organization needs.

FOCUSING ON CUSTOMER NEEDS

We develop a complete understanding of your customers, so our focus is always on the activities they value most. We then design and implement optimal customer-facing processes by drawing on our CRM industry and technology expertise. This targeted approach will help drive your strategic and operational decisions across marketing, sales and customer service communication channels, helping you optimize your customer interactions from strategy through execution.

GETTING THE MOST FROM YOUR CRM SOLUTION

An effective CRM system presents many low cost opportunities to connect with customers in ways that give you a distinct competitive advantage. Neudesic's CRM services include:

- Developing comprehensive business processes that drive productivity
- Helping you streamline and automate business systems across all client applications
- Implementing CRM technology and integrating it with existing business applications

- Designing easy-to-use dashboards to monitor business performance and pipeline
- Developing process-oriented training programs that increase user adoption
- Enabling self-sufficiency through training, shadowing, executing, managing and support

INTEGRATING ENTERPRISE SOCIAL WITH CRM

Increasing use of social media presents unique challenges to customer relationship management. Consumers regularly share information, reviews and technical advice about products and services through blogs, user groups and independent web sites. Organizations lacking strong social media strategies to monitor and mitigate misinformation can quickly lose control over how they are perceived in cyberspace.

Neudesic is leading the revolution in enterprise social with Neudesic Pulse, powerful collaboration software that integrates deeply with Dynamics CRM to give companies more control over the exchange and flow of information and ideas, both internally and on the Internet.

A custom Neudesic CRM solution that features the capabilities of Neudesic Pulse will transform your business into a flexible and scalable social enterprise.

MOVING CRM TO THE CLOUD

As organizations adopt more cloud services, the need for integration becomes critical. Whether in the cloud or on-premise, a flexible and scalable Neudesic CRM solution allows you to deploy a simple pilot system to one division at a time, or quickly implement a comprehensive program across your entire organization. Either way, your company will remain agile and in tune with your customer needs now and into the future.

