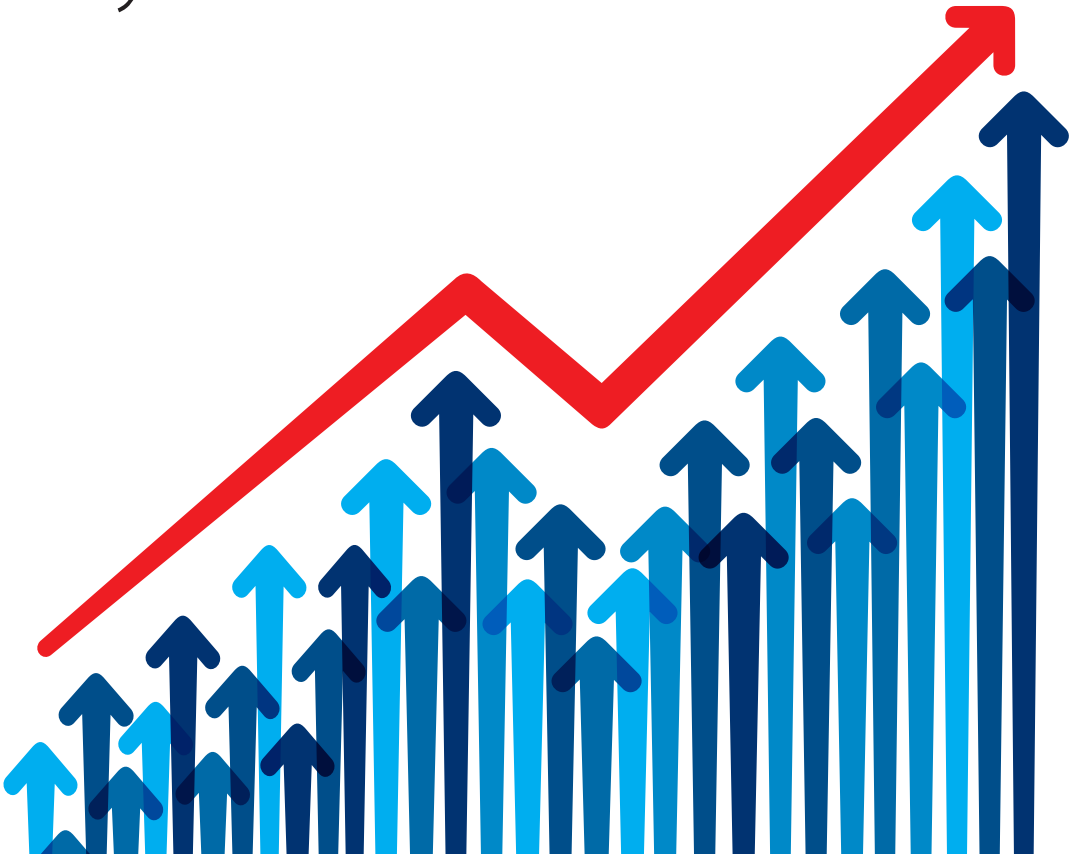




Neudesic Banking Accelerator for Microsoft Dynamics CRM



Enhance Loyalty | Drive Revenue | Reduce Costs

Developed for Banking Professionals by CRM Experts

Recognized by Forbes as an industry leader, one of the nation's top banks turned to Neudesic for help in migrating to Microsoft Dynamics CRM from a custom CRM solution that had become difficult and costly to upgrade.

Neudesic Banking Accelerator for Microsoft Dynamics CRM enables the bank to execute custom rules for incentive compensation plans and gain a 360-degree view of customer information through a powerful data integration and migration engine. Neudesic's solution also helps the bank manage customer referral programs and sales activities more effectively, while still delivering all the new functionality provided by Microsoft Dynamics CRM.

The bank now has tools and flexibility to acquire new business, generate referral opportunities, maintain customer relationships, and increase customer loyalty and retention with customizable dashboards and more robust reporting capabilities.

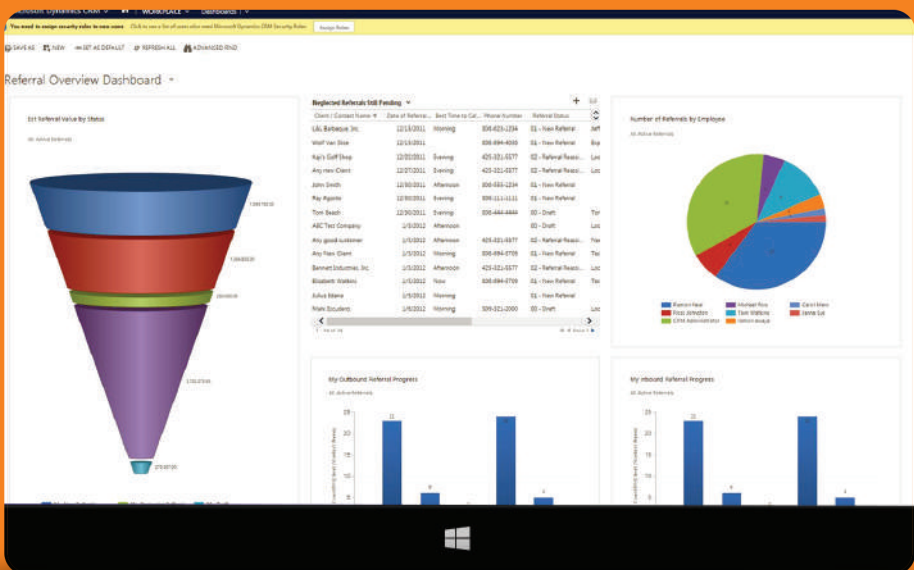


Neudesic Banking Accelerator extends the capabilities of Microsoft Dynamics CRM to help banks enhance customer loyalty and boost their bottom line.

Build Relationships to Boost Your Bottom Line

Developed with valuable insight from commercial, retail and community banks, Neudesic Banking Accelerator for Microsoft Dynamics CRM takes you beyond traditional relationship management to help enhance **customer loyalty** and **boost revenue**. Neudesic's powerful CRM accelerator extends the capabilities of your Microsoft Dynamics CRM solution — whether in the cloud or on premises — so you can:

- ✓ Access CRM data across all mobile devices and platforms
- ✓ Monitor processes to uncover and explore new revenue opportunities
- ✓ Enhance loyalty with advisory plans and long-term lead tracking
- ✓ Record and analyze customer interactions to identify cross-sell opportunities



Giving You the Tools to Uncover New Revenue Opportunities



Customer Referral Management

Develop and manage new business referral programs more effectively to improve customer loyalty and retention



Employee Compensation Management

Set sales and referral goals with highly configurable incentive compensation processes to motivate your workforce



Customer On-boarding Processes

Streamline customer on-boarding with pre-defined processes that meet compliance procedures



Complete System & Data Integration

Integrate disparate banking systems to create a single-source view of all your customer data

See Neudesic Banking Accelerator in Action

Contact Tim Corken at 303.248.8321
or tim.corken@neudesic.com

About Neudesic

As one of Microsoft's most trusted and strategic partners, Neudesic helps clients decrease risk, improve productivity and increase revenue with Microsoft Dynamics CRM. In addition to our banking accelerator, Neudesic offers CRM solutions for healthcare, education, manufacturing, insurance, hospitality, loyalty and property management. Founded in 2002 and headquartered in Irvine, California, Neudesic serves clients from offices throughout the United States.

For more information, visit www.neudesic.com.