

Microsoft Dynamics CRM 3.0 Mobile

Datasheet

People drive business success, and today more people are working through remote or mobile access than ever before. According to a 2006 IDC study, more than 57 percent of global organizations support mobile devices, and this percentage is rapidly growing.* The ability to sell to, support, or interact with customers through a wireless handheld device is compelling, and Microsoft is rapidly emerging to play a key role in equipping your sales teams with the best devices, technologies, and business applications. Microsoft Dynamics™ CRM Mobile can create unfettered potential for your sales force—and your bottom line.

CRM THAT WORKS THE WAY YOU DO

Microsoft® CRM Mobile acts as complement to Microsoft CRM 3.0, Microsoft Office, and Microsoft Office Outlook®. To stay close to customers, sales professionals can access up-to-date information about customers, sales opportunities, and business activities as well as capture, track, and store critical aspects of their sales activities all within a familiar Microsoft CRM interface.

Microsoft CRM Mobile provides rich workflow functionality and sales tools to help sales professionals on the go better organize their schedules, manage their business effectively, and keep up with customer demand so they can ultimately close more deals faster and more predictably.

Microsoft CRM Mobile is as effective in the office as it is out of the office. You can synchronize your data with the Microsoft CRM server at work, or you can synchronize it any time a wireless access is available.

INCREASE PRODUCTIVITY

Gone are the days when sales teams could meet their numbers without leaving the office. With the familiar interfaces and functionality of Microsoft CRM, the mobile client delivers the power of Microsoft CRM when and where your sales force needs it. And, Windows Mobile 5.0 makes it possible to carry a single device for voice, mobile messaging, and Microsoft CRM Mobile.

GET ONLY WHAT YOU NEED

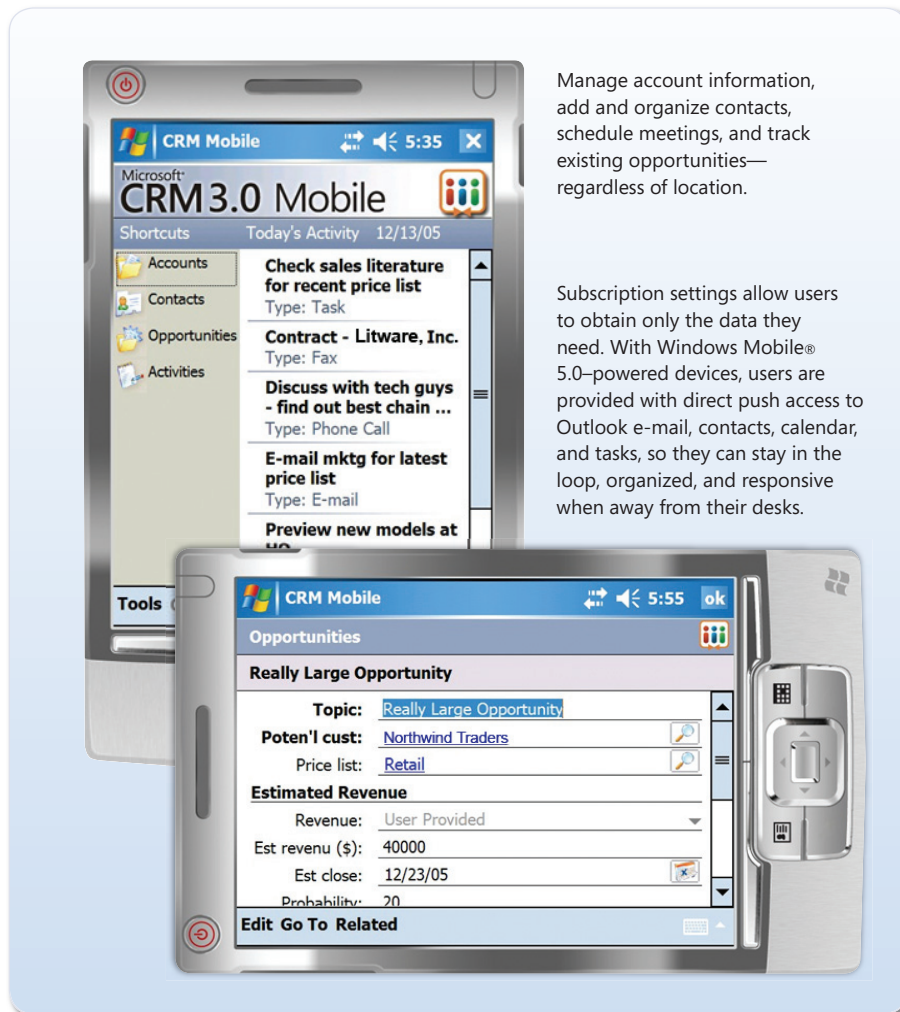
When heading out of the office on sales calls, the user “subscribes” to the needed CRM information. The specified data is downloaded to the user’s device. Eliminating unnecessary information helps optimize the limited memory resources of mobile devices.

DEEPEN CUSTOMER RELATIONSHIPS

Whether on the road, in the airport, or even in a meeting, users can easily access and manage data; view, create, and edit customer information; and quickly react to customer requests thanks to the rich customer and opportunity management capabilities of Microsoft CRM Mobile.

ENSURE LOW TCO

Deployment, whether by a Secure Digital (SD) card or docking cradle, is easy. Customization of forms, views, and settings fits the needs of individual businesses and industries. And because users subscribe only to relevant data, device resources are minimized. All of this translates into substantial cost savings.



Manage account information, add and organize contacts, schedule meetings, and track existing opportunities—regardless of location.

Subscription settings allow users to obtain only the data they need. With Windows Mobile® 5.0-powered devices, users are provided with direct push access to Outlook e-mail, contacts, calendar, and tasks, so they can stay in the loop, organized, and responsive when away from their desks.

Microsoft Dynamics CRM 3.0 Mobile

Datasheet

About Microsoft Dynamics CRM Mobile

COMPLETE CUSTOMER VIEW

View and manage customer account activity and history, including contact information and communications, regardless of location.

SALES RELATIONSHIPS

Build and maintain sales relationships, enabling your sales professionals to relate to decision makers, influencers, and financial stakeholders within sales opportunities.

FEATURES

Customize forms and publish them through the Microsoft CRM server to use on mobile devices. Microsoft CRM Mobile supports high DPI, is portrait and landscape enabled, offers QWERTY keyboard capability, and supports Wireless WAN (GPRS/EDGE, CDMA), depending on the user's mobile device. Currently, Microsoft CRM Mobile is available in English, German, French, and Spanish. Note that Windows Mobile powers a wide variety of device styles, so users can find the device that suits them best—from rugged devices for harsh industrial or field use to devices with QWERTY keyboards and compact phones.

SCALABILITY

Enjoy the ability to sync at anytime. Microsoft CRM Mobile will quickly scale to meet the growing needs of your business.

SECURITY

Rest assured that security concerns are covered. Microsoft CRM Mobile uses strong encryption, authentication, and authorization, and supports DMZ configurations to secure access to corporate data. To help ensure data protection and compliance with corporate security policies, administrators can remotely wipe or lock on-device data and enforce over-the-air password protection policies (requires Microsoft Exchange Server 2003 or later and Windows Mobile 5.0-powered devices).

SPEED

Experience agility. Because Microsoft CRM Mobile is a thick client application (the information resides on the device), users experience enhanced capabilities and quick response times.

SYNCHRONIZATION

Synchronize data either through the office network or through wireless access (GPRS/EDGE, CDMA).

SYSTEM REQUIREMENTS

Microsoft CRM Mobile will be familiar to users of Microsoft CRM 3.0 because it integrates closely with the desktop features.

- Supported operating systems: Microsoft Windows® 2000 Server, Windows Server™ 2003, Windows Small Business Server 2003

- Microsoft Dynamics CRM

MOBILE DEVICE REQUIREMENTS

Microsoft CRM Mobile is supported on Windows Mobile 5.0 (Pocket PC and Pocket PC Phone Edition), Pocket PC 2003, and Pocket PC 2003 Second Edition. Wireless WAN (GPRS/EDGE, CDMA) is supported on Windows Mobile 5.0-powered devices.

- 3.5" display, 240 x 320 pixels (minimum)

- Recommended: secure digital card slot and a secure digital card, or CompactFlash card slot and a CompactFlash card

- Microsoft CRM Mobile cannot be installed on any type of storage device, including NAND (Not And) flash memory

Snapshot: Microsoft Dynamics CRM Mobile

- Sales tools to capture, track, and store critical aspects of sales activities within a familiar user interface
- Leverages the Microsoft CRM sales module
- Acts as a complement to Microsoft Office and Microsoft Office Outlook
- Device support: PPC 03, PPC 03 2nd Ed., and PPC 05 with or without radio
- Works in both connected and disconnected mode
- Works with wireless WAN (GPRS/EDGE, CDMA)

*Dana Thorat, *Mobilizing in the Enterprise in 2006: An IDC Mobile Advisory Council Survey* (Framingham, MA: IDC, July 2005).

Built on the scalable and security-enhanced Microsoft .NET platform and leveraging standard tools and technology, including Microsoft SQL Server™, Microsoft BizTalk® Server, and Microsoft Visual Studio®, Microsoft CRM 3.0 allows you to take advantage of your existing IT investments and in-house expertise to help minimize your total cost of ownership. The product is available on the latest Microsoft operating systems and servers, including Microsoft Windows Small Business Server 2003 Premium Edition.

Microsoft CRM is available in 22 languages. For more information on Microsoft CRM, visit www.microsoft.com/dynamics/crm.

A global network of Microsoft CRM partners offers consulting and assistance with product installation, customization, support, and training.

© 2006 Microsoft Corporation. All rights reserved. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. Microsoft, BizTalk, Microsoft Dynamics, the Microsoft Dynamics logo, the Microsoft Internet Explorer logo, Outlook, Visual Studio, Windows, the Windows logos, Windows Mobile, and Windows Server are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

0606 Part No. LMDS-0000-S000300
MS Marketing 098-104729