

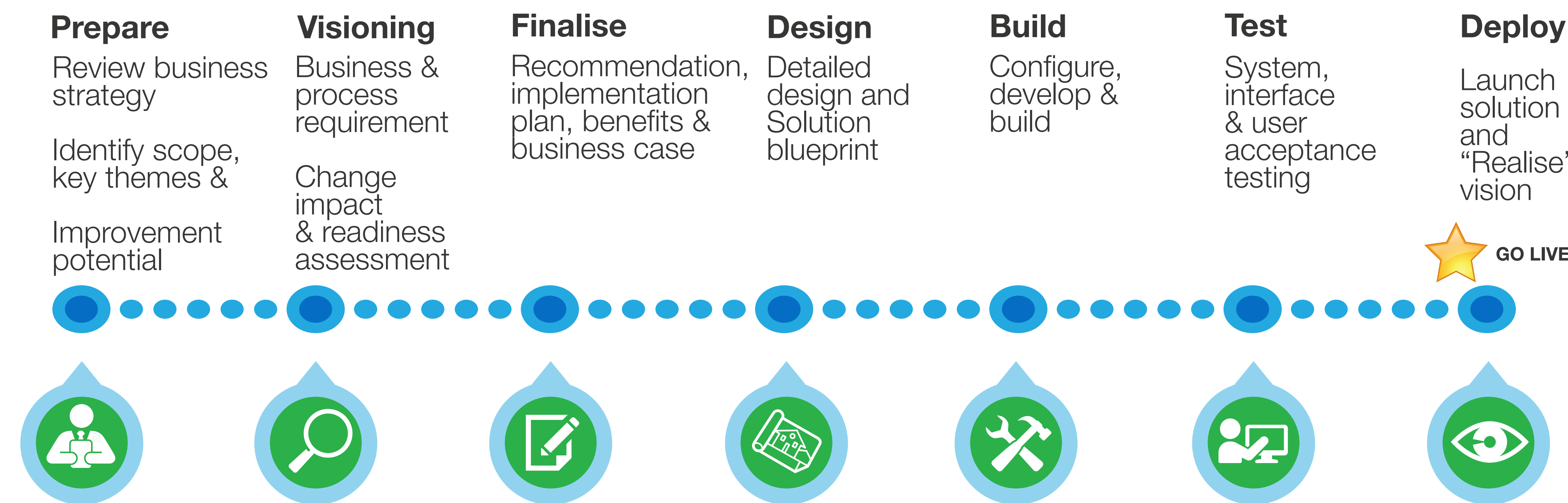
FRONT OFFICE TRANSFORMATION FOR SALES AND CUSTOMER SATISFACTION

Microsoft Dynamics
Solution by IBM

WHAT IS DRIVING CRM ADOPTION?

- Marketing**
 - Disconnected messaging across various customer touch points
 - Inadequate customer data and insights
 - Incomplete 360° customer view from first contact to post-sale and support
- Sales**
 - Inaccurate sales forecasts
 - High costs-per-sale
 - Overlooked sales opportunities
- Customer Service**
 - Fragmented historical views of customers
 - Multiple customer service channels
 - Extended customer issue resolution times and cycles

TRANSFORMATION APPROACH

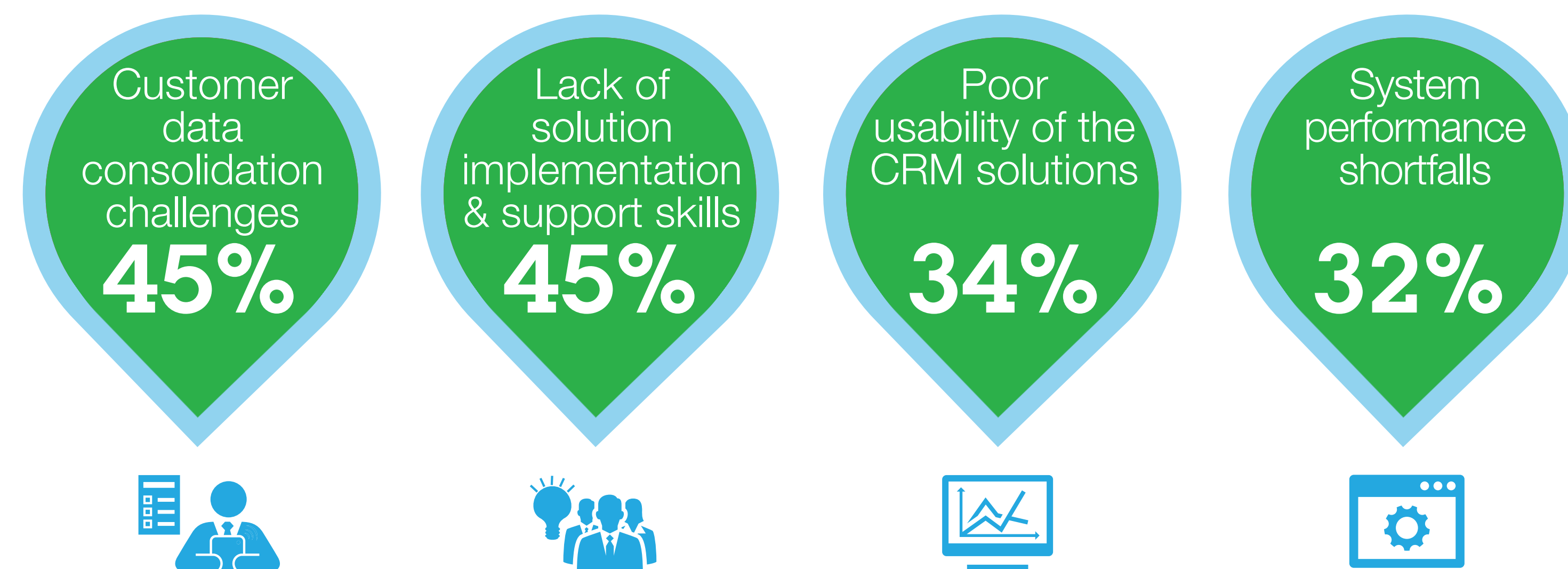


BOTTOM LINE BENEFITS



- 1. Interactions:** Target, customize and personalize the media and channel experience
- 2. Insights:** Identify, segment and manage customers based on value
- 3. Information:** Create and Manage a single view of customers
- 4. Measurement:** Metrics to measure incremental impact of each marketing activities
- 5. Optimization:** Allocate resources to optimize ROI and long term customer value
- 6. Agility:** Respond to changes in customer, competitor or market place behavior faster

CRM TRANSFORMATION BARRIERS



Source: Responses from Forrester and CustomerThink survey, Future of CRM, June 2013

MICROSOFT DYNAMICS AND IBM

- | | |
|---|--|
| Microsoft Dynamics | IBM |
| <ul style="list-style-type: none"> Powerful, comprehensive CRM solution for the entire customer life cycle Industry leader in Gartner magic quadrant for Sales Force automation Exceptional usability, high flexibility, remarkable visibility and powerful productivity | <ul style="list-style-type: none"> Industry leader in Gartner Magic Quadrant for CRM service provider Deep expertise in Microsoft technologies Complementary IBM software solutions for enterprise marketing and information management |

HOW TO GET STARTED

- For more Information, visit ibm.com/gbs/microsoft
- Speak with an IBM Representative
- Start a Fast Start Review with Microsoft Dynamics Enterprise Assessment

IBM DIFFERENTIATORS

→ Proven Approach

IBM's Transformation Journey

Tools to Accelerate

Access to Expertise

Strategic Partnership

