

# Dynamics CRM

## Achieving strategic advantage through a comprehensive business application framework

As a Microsoft Gold Certified partner, Fujitsu has the understanding and capability to make CRM work for your organisation.



### Introducing an integrated CRM system

If the success of your business relies on the effective management of your organisational data, aligned to a rapidly changing business environment. An integrated Dynamic CRM system will provide you with the strategic advantage you need to:

- Gain a 360 degree view of your business
- Consolidate diverse and standalone applications
- Meet evolving needs of your business
- Access your data whilst out of the office
- Deliver comprehensive reporting
- Ensure standardised processes are adhered to and that your business consistently delivers

Traditional business models use CRM for Sales, Service and Marketing. However, the real power of Dynamic CRM comes by integrating these features with other core business requirements, giving users certainty that standard business process and level of service is achieved via effective workflow management.

Organisations need a system that can evolve as they do, not a solution that locks it's users into following processes dictated by the system. Systems that operate like this are the core reason why so

many organisations run entirely on spreadsheets, creating bottlenecks of both information and process and a distinct lack of visibility across the organisation. Not only does this result in lengthy and problematic reporting but is an increasingly difficult environment for you to take advantage of the combined knowledge and abilities of your staff.

Microsoft Dynamics CRM can easily be customised for these "Extended CRM" scenarios and enhance the value of all relationships, improve business relevance and fit, drive operational excellence and increase business insights. Organisations, by embracing Dynamic CRM are converging what were once disparate, standalone applications and systems into an integrated, unified application platform.

### Achieving strategic advantage

To achieve strategic advantage, companies often look to their information technology (IT) departments for line-of business (LOB) applications that help them outperform their competitors. Whether it is a business intelligence application that provides managers with unique insights into market opportunities, a business process application that enables rapid delivery of products and services to market, or a customer relationship application that helps the company differentiate with superior customer service, business applications are often critical to creating competitive advantage. However, IT faces a number of challenges when providing these applications. Constraints in skills, budgets, and time can significantly limit successful delivery of these applications. Addressing these challenges with the proper application frameworks, tools, and infrastructure is a strategic, business-critical decision.

### The importance of a business application framework

Historically, LOB applications have been developed as custom-developed solutions and packaged software with additional integrations and customisations. It is not uncommon for this approach to result in difficult compromises in terms of project scope, cost, time, functionality, and complexity. Over time, many organisations began to suffer under the administrative burden of these disparate solutions—often each with its own management requirements, development technologies, and infrastructure.

In order to address these challenges, organisations are turning to

business application frameworks designed to provide rapid development and deployment of a wide range of custom applications. The xRM business application framework of the Microsoft Dynamics CRM offering is designed to help organisations meet their LOB application requirements more economically than traditional approaches by providing rapid application development, a high degree of flexibility, and consolidated systems management.

### What is Dynamic CRM?

CRM today is a solution that meets diverse business problems. At its core are 5 strategic capabilities:

- Sales Force Automation – Optimise your sales efforts with the familiar and intelligent features of Microsoft Dynamics CRM. Take advantage of a highly intuitive interface and embedded Microsoft Office capabilities to increase time with customers, shorten sales cycles, increase close rates and achieve real-time insight.
- Customer Service – Microsoft Dynamics CRM meets the changing expectations of customers with a service solution that is robust and flexible. Users find familiar functionality and an interface that lets them work in a personal, natural way. This intelligent solution informs customer service professionals in as insightful and actionable way. The result is a connected, collaborative and integrated organisation.
- Marketing – Use a CRM solution that is flexible, easy to use and engineered to fit your business. Transform every touch point into a marketing opportunity and harness undiscovered potential within your customer base.
- Social CRM – Make your business more productive by
  - Tapping into your social network from your inbox giving you vital information about your key contacts
  - Following important business events and activities in an insightful and timely manner on your activity wall
  - Gaining social insights into what your customers are saying about your product, brands and service
- Extended CRM – Organisations also need to manage other relationships that are integral to success – employees, partners, suppliers, distributors, vendors and many other critical stakeholders.

### Measuring the Value of Your Business Applications

There is often a temptation to measure the value of software investments by the upfront cost of development or licensing. The real value of a software solution should be measured against a variety of factors, including:

- Reducing risk
- Reducing development time
- Reducing total cost of ownership (TCO)
- Improving productivity

- Improving business agility
- Maximising investments

### Why Fujitsu for Dynamics CRM?

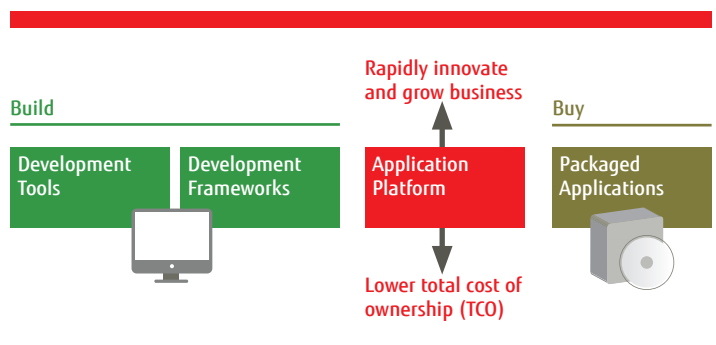
Fujitsu provides you with the highest level of technical knowledge, industry expertise, tools, and training. Our consultants have in-depth working knowledge of Dynamics CRM and fully understand how to resolve challenges for successful implementation.

While each Dynamics CRM implementation is tailored to our clients' needs, Fujitsu's methodology is based upon:

- Process alignment and improvement
- Functional requirements analysis
- Functional gap analysis
- Solution architecture
- Installation and configuration
- Application integration
- Data profiling, cleansing and preparation
- Data conversion
- Report development
- Infrastructure design (e.g. app server Clustering)
- Implementation deployment services
- Testing services
- Quality assured system change management
- Business Change Management
- Training

Fujitsu specialise in projects with complex application integration, ensuring that there is a single and transparent view of business data, and all supporting information.

Fujitsu have end-to-end service capabilities such as Consulting, Data Migration, Data Cleansing and Data conversion processes and Support which can draw upon to ensure that you receive an fully integrated solution.



In collaboration with



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#### About Fujitsu

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