



Customer relationship management – real communication with the customers.

All data about the customer in one place – not only contact persons and clients, but also written communication, remarks and documents. With Microsoft Dynamics CRM solution it is very easy to devote individual approach to all clients.

What is Microsoft Dynamics CRM?

Microsoft Dynamics CRM is a modern customer relationship management solution by means of what it is possible to optimize all business processes connected with the customers. Microsoft Dynamics CRM 2011 is the latest versions of Microsoft customer relationship management solution.

For the management of the company

**Increase efficiency decreasing the costs.
Timely notice market changes and new trends.**

- Task planning and their execution control mechanism;
- Automated synchronization of Outlook daily activities with CRM software.
- Development of reports at any time at request in any time.
- Maximizes the value of customers relations;
- Maximizes customers loyalty and value of relationship sustainability;
- Creates innovations;
- Decreases total costs.

CRM is a way how to arrange and manage all data about your customers and potential customers and thus obtain conviction that no activity or important information is looked over.

For the customer managers

Get to know your customers for real and gain new customers.

- Customer managers spend more time on sales.
- Automated deadline control mechanism;
- Joint database in work with clients – CRM software has all required information at the customer that enables efficient and quick reaction to sell more and more qualitatively.
- Neat customer information and communication history;
- Automated synchronization of Outlook daily activities with CRM software;
- If an employee is absent (annual leave, illness), all information under the employee's responsibility is available in CRM software;
- Automatizes daily activities to increase sales volume;
- Ensures efficiency and conformity of process execution.

For the IT administrator

Modern technological solution to use the potential of your company.

- Easy to configure – fields, categories and types are easy to add;
- Easy to make structures – attraction of objects to the customers;
- Steadily trace and valueate options, – when to include in forecasts about the transaction option and also fixing of causes for transaction loss;
- Created and fixed customer information data set that enables to manage efficiently relations with the customer;
- Automated business tasks and process with work streams;
- Easily adjust to your business development process.

For the marketing manager

More efficient and targeted marketing to increase customer satisfaction.

- Neat marketing processes at any time upon the request;
- Multichannel communication support;
- Work stream adjustment;
- Reports of marketing campaigns from finances to campaign results;
- Operative information input and it is promptly available to all employees of the company. It facilitates mutual communication, prevents from mistakes that usually occur due to lack of information, prevents repetition of identical information.



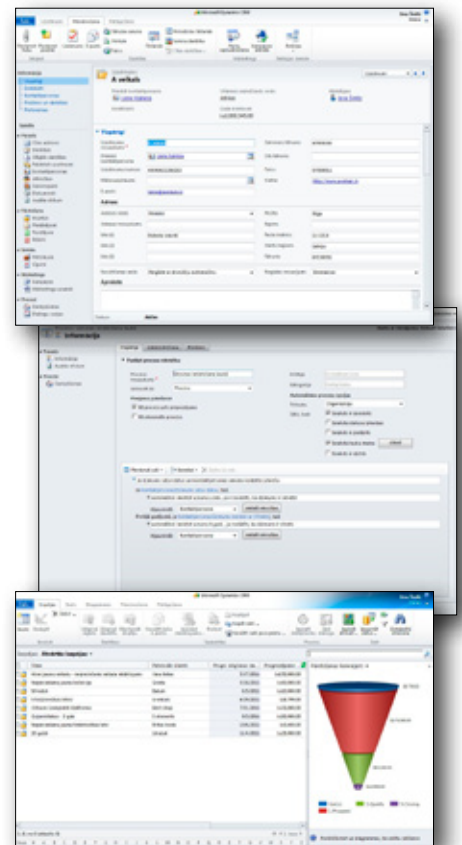
Microsoft Dynamics™ CRM

Microsoft Dynamics CRM contains the following management modules:

- Potential customers management (potential transactions);
- Customer management;
- Option management (options to conclude transactions);
- Team management and sales territory planning and analysis;
- Forecasting and sales analysis;
- Work automation (work streams).

Work environment well-known to the users

- Work environment created visually like the Microsoft Outlook that helps to understand intuitively the structure of solutions and facilitates orientation therein.
- CRM menu in Outlook formed similarly to the design of the new Microsoft Office 2010 toolbar to provide the user with joint work area.
- The users can arrange their CRM system according to their preferences. Individual adjustments are possible, e.g. to create personal realtime data measurement panel to determine your efficiency.



Integrated applications

- SharePoint document circulation now can be embedded in CRM system.
- By means of the integrated .NET Framework 4 it is possible to create an individual software code or the customer to access on-line the Microsoft Dynamics CRM. This option is available both for cloud computing users and for usual installations.
- When introducing "Microsoft Dynamics Marketplace"*, the customer can search, purchase and add different specialized Microsoft Dynamics CRM branch solutions and extensions from other suppliers directly from their CRM system.

Intelligent data processing

- Microsoft dynamics CRM 2011 offers a creative way for company managers who make decisions how not to get lost among large data volumes. Data visualization function helps to gain a new look on the information offered by CRM.
- New CRM solution simplifies the acquisition of the most important parameters for company development and efficiency criteria and measurement thereof. This function is based on usage of realtime data measurement panel that can be individually configured.

Choose the most appropriate:

- Installation on company's server classical solution, suitable for all companies;
- hosting or rent of the solution it's a modern alternative if you don't want to assume the technical issues of system maintenance;
- mobile solution: the right tool for employees who work a lot outside the office; with this option it is possible to access the data in CRM from a mobile phone or another device;
- XRM: a perfect solution if you want not only to manage customer relations with CRM, but also to include also management of all business processes.



Benefits

All information in one place – available at any time, from any place and by means of different media.

- With CRM you have all data about the transactions, marketing and service activities in relation to the particular customer.
- You can visualize information at the chosen analysis cut, and it is possible to make integration with the accounting information and other company resources planning and management solution functional areas.
- You can access the required information also if you are not in the office. No matter, whether you are on the way, at the customer or work at home – by means of a mobile phone or via the Internet you can always obtain the required information. Due to the realtime synchronization you will have the current information.

For reference

Microsoft CRM solution is created so that the certified partners and other experts could easily develop the individual adjustments and other extensions of the solution of the customer, and offer them to other interested persons. To support his principle Microsoft has arranged a special on-line "Microsoft Dynamics Marketplace" where all functional extensions of Microsoft Dynamics CRM are gathered.

Elva Baltic customers about the Microsoft Dynamics CRM

"Introduction of Microsoft Dynamics CRM was an important step to ensure further development and growth of our company," says Edgars Lesnieks, manager of A/S Balticovo export division.



"With introduction of CRM we feel greater yield from planned and systematic contact maintenance and improvements with the customers – both from existing and potential", admits Guntars Levics, business development manager of "Veolia vides serviss".



About Elva Baltic

Elva Baltic SIA is one of the leading information technology companies in Latvia, Microsoft Golden certified partner, which has attested its competency in implementation of nearly 300 projects. Elva Baltic is specialized in introduction and maintenance of Microsoft Dynamics solutions, and in development of own solutions on the base of Microsoft Dynamics. Elva Baltic regularly receives recognition from the Microsoft also worldwide. We have repeatedly become the member of Microsoft President's Club. This title is awarded only to 5% of all Microsoft partners worldwide.



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