

Microsoft

How to achieve more
in the current
economic climate



Microsoft Dynamics

The one question that is consistently being asked by our customers is, "How can Microsoft help our company save money?" Well, the depth and breadth of our products and solution offerings are a huge asset, especially in times like these. We have many solutions that can save customers money, and we should be proactive in sharing these cost-saving ideas with our customers.

Below are some of the best Microsoft Dynamics® solutions for helping our customers save money. Use this document for assistance in explaining to your customers how Microsoft can help them save money.

While this list is not comprehensive, allow it to serve as a guide. Use these ideas, and others, to create a money-saving idea list for your customers. And remember: with every problem an opportunity is always created for those partners that focus on serving the needs of their customers! Your opportunity is to capitalize on these unique circumstances to demonstrate business value by helping customers solve problems.

Microsoft Dynamics ERP

With regard to Microsoft Dynamics offerings, customers are looking for an integrated, adaptable business management solution that works well with, and is similar to, familiar Microsoft software.

We need to enable customers to focus on what's important, maximize technology investments, and fuel business productivity. ERP software affects most of a business's operation systems. That's why it's typical for companies to wait until a quiet time of the year to replace or upgrade their solutions.

Even though we are faced with a tough economic period globally, companies that focus on upgrading or replacing business management solutions, such as ERP software, can gain a competitive advantage. We need to push forward as Microsoft Dynamics partners and leverage this economic slowdown as an opportunity to connect with these companies and tell the Microsoft Dynamics story.

Companies that take advantage of this quiet period to implement Microsoft Dynamics and train employees will be ready to capitalize when the economy picks up steam and business is once again booming.

Here are the top three value propositions for partners to focus on when talking to customers about how Microsoft Dynamics business management solutions can help them save money:

1. Increase operational efficiency
2. Increase employee productivity
3. Leverage existing IT investment

Increase operational efficiency

HOW IT SAVES CUSTOMERS MONEY

Whether it's streamlining administrative procedures like invoicing and producing needed financial reporting, or freeing up capital through better inventory management, Microsoft Dynamics solutions automate and bring together business-critical operations to produce maximum efficiency and productivity, and reduce costs.

Microsoft Dynamics:

- Automates and brings all your business-critical operations together to produce maximum efficiency/productivity.
- Helps you respond rapidly to the changing demands of your business, providing you with more complete insight across your organization (real-time data) so you and your people can make timely and informed decisions with increased confidence.

Proof points:

- [Addison Avenue's](#) assets have grown to nearly \$1.8 billion. Yet, headcount in the accounting department has remained the same. Microsoft Dynamics allows it to grow without adding new positions.
- [Patriot Memory](#) has reduced the amount of mail sent for invoicing, eliminating approximately 90 percent of its paper usage.
- [IMT Partnership](#) experienced implementation in half the time and at a significantly lower cost than its original Baan implementation.
- [Colin's Jeans](#) has gained better control over its data. The improved flexibility compared with SAP and Oracle allows it to grow its global business and keep customers at the heart of its operations.
- [AnnAik Limited](#) experienced an \$8 million revenue increase, with a gross profit of \$2.4 million, partly attributable to a Microsoft Dynamics investment of only \$150,000. Employees are now able to do more work and help the company generate more money.
- [Allgood](#) has improved business processes and can now accommodate growth without spending money on extra resources.
- [White Pass & Yukon Route Railroad](#) cut retail and ticket transaction time by two-thirds and now gets more data about each ticket customer.
- [VL Systems](#) can now track e-mail exchanges with customers in the contact file, where it can retrieve them with a single click. It is capturing 60 percent more information and communications than in the past, and is experiencing a positive impact on its understanding of opportunities and general business efficiency.
- [ScanCom International A/S's](#) shipments have grown by more than 250 percent from 2002 to 2007. Furthermore, it is able to manage this volume growth and, in fact, handle the shipments more precisely to ensure on-time delivery.
- [Zurn](#) expects to save between \$250,000 to \$300,000 per year in ongoing IT expenses.
- [Petro-Canada](#) is seeing an excellent return on investment with its automated financial reporting and inventory systems. The original data input stage, which involved three separate applications, has now been reduced to one. This reduced cycle times by one to two hours per day.

- [Rich Products Corporation](#) increased the accuracy of financial report data to 99.9 percent and now generates reports in half the time, taking two days instead of four.
- [Trinidad Energy Services Income Trust](#) now keeps perfect pace with all its new acquisitions.

Increase employee productivity

HOW IT SAVES CUSTOMERS MONEY

Because Microsoft desktop tools are used by almost every business worldwide, Microsoft Dynamics solutions enable quicker learning and concrete time savings for every employee who uses the software.

Microsoft Dynamics:

- Is familiar to your people: it looks the same and works the same as other Microsoft products you already use (such as Microsoft® Office), so your people already know how to navigate it. This reduces training time (quicker ROI), which promotes high user adoption. The end result is that it frees up time to focus on what matters most: your business.
- Offers a RoleTailored user experience that enables your people to easily perform tasks and access information relevant to them.
- Offers workflows to eliminate manual, inefficient processes.

Proof points:

- [Goodwill Industries of Central Indiana, Inc.](#) reduced training time for new cashiers from a full day to 30 minutes.
- [The Rodgers & Hammerstein Organization](#) has allowed almost any employee to do desktop database mining without even realizing they're doing it via the Microsoft Dynamics RoleTailored user interface.
- [Louisburg College](#) has experienced time savings of at least 30 percent, with the process of entering and checking data reduced from hours to minutes in many cases.
- [AllChem Industries](#) reduced the time the accounting department needed to process month-end closing from three people in three weeks to one person in three days almost immediately after moving to the new system.
- [Silicon Operations](#) found that the familiar Microsoft interface greatly reduced its downtime for education and enabled quicker contribution to the supply chain from new hires or temporary staff during times of peak production.

Leverage existing IT investment/fits with your systems

HOW IT SAVES CUSTOMERS MONEY

Tight integration between Microsoft Dynamics and other familiar Microsoft tools, such as Microsoft Office, drives seamless interactions with existing applications and helps customers avoid significant ongoing costs.

Microsoft Dynamics:

- Works the way your current technology works, so it fits easily into your systems, helping to maximize your current investments in Microsoft technology. The result is greater ROI.
- Simplifies access to data due to tight integration with a broader suite of familiar Microsoft tools, including Microsoft Office Excel®, Windows® SharePoint® Services, and Microsoft Office SharePoint Server.

Proof points:

- [BMW Belux](#) can now compile reports much more easily as all the figures are consistent because they are gathered in the same way.
- [Abra Beta](#) now has seamless interaction with its existing applications, greater flexibility for customization, and experienced a fast return on investment.
- [Colin's Jeans](#) has increased efficiency by integrating the systems used around the world by approximately 400 employees, including vendors, franchisors, and financial, warehouse, and store staff.
- [Excelia](#) transformed the huge amount of data it generated into true business intelligence via integration with tools such as Microsoft Office Business Scorecard Manager and Microsoft SQL Server® Reporting Services.
- [The Care of Trees](#) has gained a great deal of efficiency and control to its company because of integration with Microsoft Office. Its staff now just has to locate a customer record, click an icon, print the document, and mail it.

For more detail on these Microsoft Dynamics business benefits, and testimonials of these business management solutions in action, please check out PartnerSource:

[Microsoft Dynamics AX](#)

[Microsoft Dynamics GP](#)

[Microsoft Dynamics NAV](#)

[Microsoft Dynamics SL](#)

Microsoft Dynamics CRM

Microsoft Dynamics CRM offerings help businesses capture and keep track of the pulse of their customers. Having a keen understanding of the mood of the customer is important in economic downturns when businesses are especially vulnerable to customer churn.

Winning new clients in a tough economy is challenging. For those organizations with an eye on success, as opposed to mere survival, this is an ideal time to implement CRM solutions that can deliver customer insight quickly, and offer value for the long haul. End users of these solutions are more motivated than ever to learn how to use them, and incorporate them in their daily work routines. Depending on which CRM system is selected, businesses can also achieve cost savings. And when the economy does get back on the rails, businesses that have made investments targeted at managing their customer relationships effectively will be the first to take advantage of growth opportunities.

In challenging economic times, businesses do not necessarily have the balance sheets to justify lengthy and capital-intensive CRM system implementations. With hosted Microsoft Dynamics CRM, businesses can quickly and affordably roll out an on-demand CRM solution. Hosted Microsoft Dynamics CRM provides all the functionality required by companies to more effectively manage their customers at a predictable cost, on a per-user, per-month basis.

Here are the top four value propositions for partners to focus on when talking to customers about how Microsoft Dynamics CRM can help them save money:

1. Retain customers and revenue
2. Increase operational efficiency
3. Increase employee productivity
4. Eliminate unnecessary marketing spend

Retain customers and revenues

HOW IT SAVES CUSTOMERS MONEY

Let's face it—businesses are especially vulnerable to customer churn in a tough economy, which is precisely when they can least afford it. Microsoft Dynamics solutions can help ensure that customers stay loyal, and that the company keeps the revenue they provide flowing in.

Microsoft Dynamics CRM:

- Enables rapid analysis and response to customer inquiries.
- Streamlines the management of customer relationships.
- Connects customer data to improve the client experience.
- Builds sustained relationships and new opportunities.
- Drives customer satisfaction and retention.

Proof points:

- **PAML** reduced response times from three days to hours or sometimes even minutes, eliminated customer churn (from 20 percent), and has retained profits of more than \$400,000 per year.
- **Crossmark** provided better customer service, proactively resolved recurring issues, decreased call volumes, and enhanced staff efficiency.
- **Raiffeisenbank Kleinwalsertal:**
 - Increased revenue 2 percent. Because advisors spend less time on administrative duties, they are able to spend more time with clients to uncover unmet financial needs and sales opportunities.
 - Decreased the time needed to create customer satisfaction reports by 60–70 percent. A monthly report containing the new comprehensive view of customer complaints and interactions is being used today to illuminate areas for improvement.
 - Increased employee productivity 17 percent. Manual and paper-based processes have largely disappeared, thanks to automation of processes and workflows.

Increase operational efficiency

HOW IT SAVES CUSTOMERS MONEY

Just as Microsoft Dynamics business management solutions can streamline administrative and operational management processes, Microsoft Dynamics CRM can eliminate duplicate data entry, improve demand forecast accuracy and timeliness, and deliver an enhanced customer service experience at a lower cost.

Microsoft Dynamics CRM:

- Eliminates contact-data reentry due to integration with Microsoft Office Outlook®.
- Can be adopted rapidly across a decentralized enterprise.
- Tracks and manages customer opportunities and relationships.
- Gives users visibility into data needed to gain more accurate demand forecasting.
- Improves performance and cost-effectiveness.
- Enables rapid response and closure to customer inquiries.

Proof points:

- [National Air Cargo](#) has increased productivity by 25 percent and reduced the time to submit invoices and receive payment from 120 days to 36 hours.
- [Equinox](#) increased revenue by 10 percent and achieved payback on its Microsoft Dynamics CRM investment in 8 months by centralizing sales data, increasing sales time with customers, and improving forecast visibility.
- [MSI Systems Integrators](#) estimated an ROI of \$2.3 million, realized an 85 percent reduction in the time needed to conduct the bidding process, and increased sales time with customers.
- [ProCurve Networking by HP](#) achieved an ROI of just six months, drove user adoption, automated special order processes within Microsoft Dynamics CRM, improved forecast visibility, and increased the time sales executives were able to spend with customers.
- [VisionShare](#) increased revenue by 115 percent in 2007 while maintaining a 98 percent customer renewal rate—without corresponding increases in staffing of IT or finance for 2008.
- [Security Benefit Group](#) saved 50 percent in CRM system operating costs. Security Benefit has saved half of the expenses it was pouring into its legacy contact management system. The company also is realizing reduced ownership costs by spending significantly less on the IT support needed to maintain the new system.
- [Royal Borough of Kingston upon Thames](#) has seen a 500 percent increase in electronic payments, from £360,000 to £4.6 million per year, via use of the call center.
- [Roland DGA](#) saved more than \$25,000 per year by eliminating ongoing maintenance fees that it had been paying for the Siebel and GoldMine CRM solutions it replaced.
- [Service Repair Solutions Inc.](#) has cut call times in its customer support call center by 30 percent, reduced agent training time by 25 percent, and strengthened its growth capacity.

Increase employee productivity

HOW IT SAVES CUSTOMERS MONEY

With a centralized location for all customer data, reliable and instant access to that data, and automated workflows replacing manual processes, Microsoft Dynamics CRM solutions improve head office and field productivity alike, as well as reduce overhead.

Microsoft Dynamics CRM:

- Centralizes customer data for easy, reliable access.
- Offers workflows to eliminate manual, inefficient processes.
- Improves field productivity and reduces overhead.

Microsoft Dynamics CRM + Microsoft Dynamics Business Management Solutions:

- Unifies contact information and orders across sales (Microsoft Dynamics CRM) and accounting (Microsoft Dynamics GP and Microsoft Dynamics AX).
- Enables sales reps to cross-sell through extension of ERP data.

Proof points:

- [National Air Cargo](#) has increased productivity by 25 percent and reduced the time to submit invoices and receive payment from 120 days to 36 hours.
- [Norris Group](#) reduced manual customer data entry from 62 hours per month to 7 hours per month.
- [Toledo Mud Hens](#)' sales staff saves 350 hours every year in tracking down customer information, and accountants are saving an estimated total of 750 hours per year by having reliable contact information associated with orders.
- [Tranel Financial Group](#) employees spend 50–75 percent less time preparing for client-review meetings. Microsoft Dynamics CRM enables team members to aggregate, analyze, and share up-to-date client data in familiar formats, helping ensure efficient, informative meetings that help team members work together for the benefit of the client.
- [Carlson Capital Management](#) saw a 75 percent decrease in time spent on data searches. Financial advisors now have a holistic, centralized view of client-related information, giving them a better understanding of a client's historical activities and interests to help create deeper customer relationships.
- [Roland DGA](#) increased visibility into warranty expiration dates, which enabled it to increase warranty renewals. This resulted in more than \$100,000 in increased annual profits.
- [Vodafone Iceland](#) is now able to consolidate customer data and place it at users' fingertips, helping it to resolve customer queries the first time, 95 percent of the time. The organization has since topped a nationwide customer satisfaction index and achieved 20 percent sales increases amounting to U.S.\$21 million.
- [The Linc Group](#) integrated work-order data in its CRM process, allowing on-site repair technicians to proactively suggest repairs. Expectations are that this new process will generate an additional 10 percent in revenue.

Eliminate unnecessary marketing spend

HOW IT SAVES CUSTOMERS MONEY

Continued marketing is especially vital in a tough economy, but it is equally important that it be targeted, and that the full marketing value of the Internet be harnessed. Nothing achieves this like Microsoft Dynamics CRM solutions.

Microsoft Dynamics CRM:

- Allows marketers to create targeted lists and integrate campaigns with direct-selling teams.
- Enables automation via online marketing programs.

Proof points:

- [Norris Group](#) identified and eliminated 75 percent of the lowest-value targets from its direct campaigns.
- [Carlson Capital Management](#) attained 40 percent savings in campaign costs. Marketing and communication campaigns are less expensive because client segmentation is easier, which makes it more efficient to reach the right clients and prospects with the right communications.

- [TABB Group](#) has automated the online registration process for the company newsletter, which enables the company to be more direct and proactive in its marketing efforts.
- [Cold Stone Creamery](#) once spent an average of \$0.80 on printing and mailing each free ice cream coupon to members of its birthday club, but these costs have been slashed to just pennies by moving the program online.

A final point with respect to those potential customers who would benefit from implementing a Microsoft Dynamics CRM solution, but just can't justify the capital outlay: hosted CRM can provide all the benefits without requiring a significant capital expenditure.

For more detail on these Microsoft Dynamics business benefits, and testimonials of these CRM solutions in action, please check out PartnerSource.

[Microsoft Dynamics CRM](#)

Microsoft Dynamics Sure Step

Helping You to Deliver High-Quality, On-Time Implementations

For implementations and upgrades of Microsoft Dynamics solutions, customers look to their partners to provide the expertise needed to get them up and running on their Microsoft Dynamics solution at the lowest cost possible. They want a smooth, successful, on-time and on-budget implementation that will help their organization realize the benefits of their Microsoft Dynamics solution more quickly. In tough economic times, this is even more true.

With Microsoft Dynamics Sure Step, partners have access to a methodology combined with project management discipline and field-tested best practices that enables more rapid, efficient, and lower cost implementation, migration, and upgrade projects for their customers.

Here are the top three value propositions for partners to focus on when talking to customers about how Microsoft Dynamics Sure Step can help them save money:

1. Reduce implementation time and lower costs
2. Decrease risk via a repeatable process for partners
3. Ensure that projects are on time, on budget, and on spec

Reduce implementation time and lower costs

HOW IT SAVES CUSTOMERS MONEY

- Sure Step offers rapid implementation projects that can help streamline implementations and deliver a quick return on investment.
- Partners who use Sure Step don't need to invest in building their own methodology frameworks, which frees up more time for them to focus on the actual implementation to improve customers' business processes and on customizing the solution to meet the customers' unique needs.
- Sure Step provides proven tools and guidance tested by the Project Management Institute that help partners manage productive meetings, clarify roles, communicate effectively, and deliver value to customers throughout implementation projects.

For more information click [here](#).

Decrease risk via a repeatable process for partners

HOW IT SAVES CUSTOMERS MONEY

- Sure Step helps partners drive efficient, predictable, and repeatable services in a cost-effective manner through the use of project management disciplines and tools and templates.

For more information click [here](#).

Ensure projects are on time, on budget, and on spec

HOW IT SAVES CUSTOMERS MONEY

- Best practices and templates in Sure Step help partners prepare customers for projects and allow them to budget properly.
- With Sure Step, the predictability of the approach to implementation and the consequent results help customers stay focused on improving their business processes, rather than concerning themselves with how their implementation will be completed.

Proof point:

[Raffles Solutions](#) uses Sure Step to streamline implementation, making sure that they perform the right activity at the right time, remain on schedule, and don't go over budget.

For more information click [here](#).