



xRM

One Platform. Many Applications.

Accelerate the creation of line-of-business (LOB) applications using Microsoft Dynamics® CRM as a flexible development platform.

Align IT expenditures with business objectives, and deliver fully-featured, complex LOB applications, with a platform that combines prebuilt configurable functionality on a highly-flexible service-orientated architecture.

Faced with a difficult choice between packaged software and custom development, IT departments are often forced to compromise on capabilities, budget, and delivery time for LOB applications. xRM is designed to help organisations get the best of both worlds, with a flexible platform that rapidly accelerates application delivery.

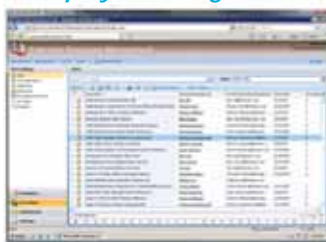
Because xRM works through and with familiar technologies – like the Microsoft® Office system, Microsoft Office SharePoint® Server, Microsoft SQL Server®, Microsoft Visual Studio®, and Microsoft .NET Framework – organisations can quickly create and efficiently manage many LOB applications, using a common and shared infrastructure, licences, and resources.

Many customers benefit from xRM by building many different and unique LOB applications:

- Estate agencies
- Supplier management
- Agency management
- Real estate finance
- Trade management
- Property management
- Contractor management
- Citizen management
- Recruit management
- Agriculture management
- Dealer management
- And many others...

ONE PLATFORM, MANY APPLICATIONS WITH xRM

Employee management



Recruit management



Citizen case management



Disaster response



Dealer management



Asset dashboard



xRM enables organisations to build many custom applications on a single platform.



"It costs us up to £87,000 to implement a single solution. If we implemented separate solutions for each of our business units, the cost would be too high... With xRM, we avoid these costs."

JUKKA MAJANDER
Project Manager for CRM

DRIVE EFFICIENT AND EFFECTIVE IT

Streamline your IT operations through a common LOB application platform that allows you to better leverage and maximise your existing IT resources.

- **One platform, many applications:** extensible building blocks allow your IT department to quickly tailor unique applications to fit many business needs.
- **Benefit from shared resources and infrastructure:** leverage existing resources and capabilities in Microsoft Office, SharePoint, SQL Server, and .NET.
- **Increase the efficiency of IT:** reduce the time and effort associated with development, testing, release management, change management, and administration.

DEVELOP THE RIGHT BUSINESS APPLICATIONS

With flexible application services, your LOB business applications can be quickly defined to fit a wide variety of business needs.

- **Meet specialised business requirements:** provide a wealth of relationship management capabilities, as well as communication and collaboration tools, out-of-the-box, enabling IT to deliver the right capabilities quickly.
- **Speed end-user adoption:** a familiar and intuitive user interface built on Microsoft Office helps users get up to speed quickly and with minimal training.
- **Improve business insight and visibility:** data visualisations, dynamic reporting, and real-time access to information, help keep your people informed and up to date.

DELIVER RAPID INNOVATION AND AGILITY

Rapidly provide innovative business solutions focused on strategic objectives, and quickly respond to the ever-changing needs of the business with confidence.

- **Keep pace with business change:** change quickly when the market changes, with dynamic applications services and a highly-flexible data architecture.
- **Focus on strategic objectives:** spend less time and fewer resources on developing custom applications, or trying to get packaged software to fit business needs, so you can focus on high-level goals.
- **Empower the business through innovation and agility:** provide business users with the ability to make changes and rapidly offer new differentiated capabilities.

DEMONSTRATE BUSINESS SUCCESS

Establish IT as the enabler of business success, by consistently delivering the capabilities that differentiate your organisation in the competitive landscape.

- **Increase business productivity:** help businesses operate more efficiently, by connecting disparate applications and helping provide business information across the organisation.
- **Drive personal productivity:** increase personal productivity by giving end-users familiar and unified tools, such as Microsoft Office, to do their job.
- **Help enable better business decisions:** help decision makers to stay informed, by giving them up-to-date views of business processes and performance across many different LOB applications.

ACCELERATE DEVELOPMENT

xRM accelerates the development of many LOB applications on the same platform, using shared resources.



xRM provides the capability to build multiple complex LOB applications on a common platform, with a familiar and consistent user interface.

MULTIPLE APPLICATIONS

Help your business differentiate itself from the competition and achieve long-term success, by delivering complete business solutions that meet strategic requirements, and can be changed and updated when the business changes.

CONSISTENT USER EXPERIENCE

Reduce training time and costs by giving users a consistent and familiar user interface based on Microsoft Office applications, and provide access to LOB applications anywhere through a Web browser or mobile device.

DYNAMIC APPLICATION SERVICES

Reduce time and cost to deliver and update applications with point-and-click application customisations. Dynamic services automatically propagate customisations through the data model, saving time and making it much easier to make changes to applications when business needs change.

SHARED ENVIRONMENT AND RESOURCES

Reduce cost and optimise the effectiveness and efficiency of IT, with a shared multi-tenant, multi-application business architecture that helps your organisation make the best use of its infrastructure, licences, and skilled IT resources.

"In two weeks, our intern produced for free what a skilled developer needed three months and more than £30,000 to develop. Plus, the intern's application had a better interface and more robust functionality."

TRON KEEFER
Manager

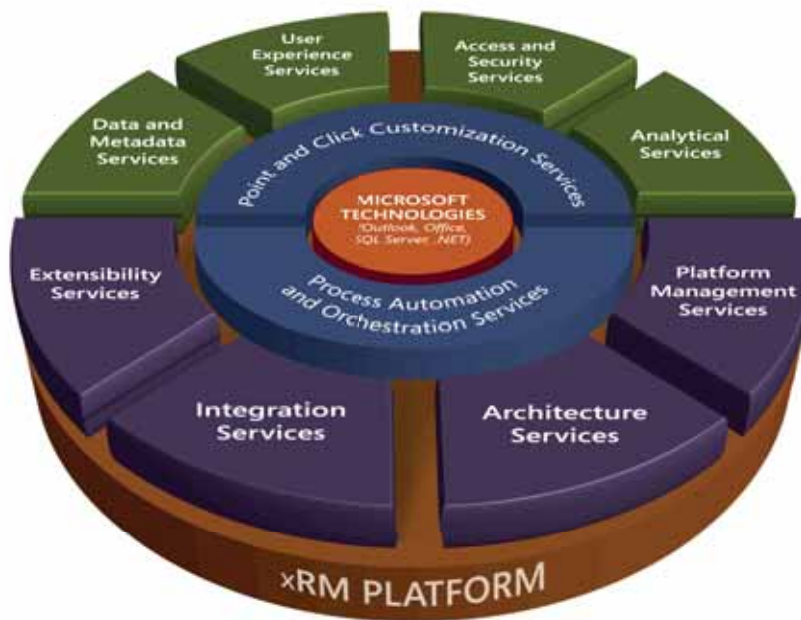


"The xRM solution was clearly the most adaptable to our environment. We also felt that the intuitive interface would make transitioning easy for users."

GREG JONES
Chief Technology Officer

DYNAMIC APPLICATION SERVICES

xRM provides dynamic application services to deliver a fully-featured LOB application development platform that rapidly adjusts to meet your ever-changing business application needs.



DYNAMIC APPLICATION SERVICES

xRM provides core functionality across multiple applications, using dynamic applications services that are:

- **Reusable** across any number of applications.
- **Prebuilt** so you don't have to reinvent the wheel.
- **Flexible** to support unique and changing business needs.
- **Scalable** for enterprise deployments.

POINT-AND-CLICK CUSTOMISATIONS

xRM is architected for flexibility, enabling you to support the bulk of application scenarios using simple point-and-click customisations that span the data layer, user experience, security, and analytical services.

PROCESS AUTOMATION

xRM includes robust business process automation capabilities to help organisations build, streamline, and extend business process automation to users, teams, and people across the enterprise.

SCALABLE, RELIABLE, GLOBAL, MULTI-TENANT PLATFORM

The xRM multi-tenant platform enables organisations to securely deliver LOB capabilities to multiple business units around the world, with full support for multiple languages and currencies. A recent scalability benchmark of 50,000 users with sub-second response times, ensures that xRM can scale to fit your business needs.