

Microsoft Dynamics CRM & SYSPRO

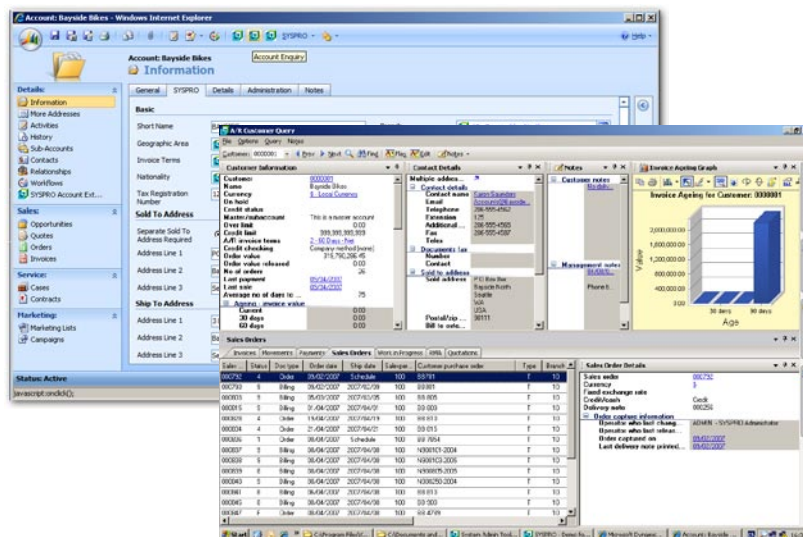
Microsoft Dynamics CRM is making things happen in UK businesses and now it's integrated to SYSPRO ERP

K3 has developed an integration between Microsoft Dynamics CRM and SYSPRO, which harnesses the power of both systems, and allows staff to move seamlessly between them, tracking opportunities identified in CRM directly through to related quotations and sales orders in SYSPRO.

Enhance your sales team performance over the phone and face to face with your customers

Dynamics CRM and SYSPRO are powerful systems. With Dynamics CRM integrated to SYSPRO these systems work together, allowing your staff to work in the most efficient way. Even where no internet connectivity is available, salespeople can see details of their customers' SYSPRO quotes, orders and invoices from their laptops. This empowers your staff by allowing them to work in front of your customers with the information they need.

With SYSPRO quotes and orders replicated in CRM, sales calls and activities can be logged against them and the powerful CRM workflow engine can be used to trigger your CRM sales processes when new quotes and orders are entered.



Improve the success of your marketing campaigns

Using SYSPRO data you can better target your marketing campaigns, run campaigns based on customers' previous purchases, or exclude customers you are currently selling to. Having this data inside the CRM system allows improved segmentation for campaigns and helps you to work smarter.

Clicking 'SYSPRO Account Enquiry' on the CRM screen opens the SYSPRO customer enquiry if the user is on line.

Deliver customer satisfaction in service and support

Each time you deal with a customer you have an opportunity to prove your commitment to the highest levels of customer service. Microsoft Dynamics CRM and integration to SYSPRO ERP, helps you to manage service and support calls in a more efficient and professional way. Service engineers can log support calls and link these through to RMA's in SYSPRO, to provide accurate tracking of issues, and clear visibility of an issues status and owner.



K3 Factsheet

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This very exciting development from K3 Business Technology Group plc offers the following facilities:

The complete customer picture

Direct access to the full SYSPRO customer enquiry and drill down functions seamlessly from CRM.

No duplication

Two-way integration of account details.

The complete customer service

Visibility of SYSPRO stock codes and stock availability, quotes, orders and invoices related to each customer. (When offline the information can be as up to date as the last time you logged in.)

Live tracking of quotes and orders

Entry and tracking of SYSPRO quotes and orders from CRM, either directly related to a customer or against a sales opportunity.

Sales Process Automation

Ability to base CRM workflows on SYSPRO quote and order headers.

Feedback from Quotes and Orders to Drive Marketing Campaigns

Analyse SYSPRO quotes and orders using CRM's 'Advanced Find', and include the results for targeting marketing.

Customer Help, Service and Support Desk Function

On-line management of customer returns via CRM service cases to streamline the support desk operation:

- Supports manual and batch serial-tracked items
- Browses to SYSPRO stock codes and serial numbers for ease of data entry
- Creates SYSPRO RMAs direct from the CRM case
- Receives goods for repair/exchange direct from the CRM case

Enterprise Wide

One CRM system can integrate with multiple SYSPRO companies, making it ideal for use in environments where world-wide visibility of the pipeline is required, even though companies in multiple locations may be using one installation of SYSPRO with separate SYSPRO companies.

For users of SYSPRO who require a fully integrated customer relationship management system, giving the capability to easily create and maintain a clear view of customers from first contact through sales and post-sales, the CRM integration software from K3 Business Technology Group plc should be considered an essential component.

With tools to enhance your company's sales, marketing, and customer service processes, along with native Microsoft Office Outlook integration, SYSPRO and Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution.



About K3

K3 is a public listed company employing over 280 people in the UK and Europe. It has two main divisions focused on the Manufacturing and Retail sectors. As well as supplying its own products in the manufacturing sector, such as SmartVision, Omnis and Sigma, K3 is the largest supplier and sole distributor in the UK of SYSPRO ERP systems.

K3 also partners closely with Microsoft as one of the largest Microsoft Dynamics NAV partners and a leading reseller of Microsoft CRM and Microsoft Dynamics AX.