

Carry your customers in your **pocket** with Microsoft CRM Mobile.

Customer relationship management (CRM) hits the road with Microsoft® Business Solutions CRM Mobile. Microsoft CRM Mobile works in unison with Microsoft CRM 1.2 on **Microsoft Windows Mobile™, Pocket PC 2003 and Microsoft Windows Mobile Pocket PC 2003 Phone Edition** devices to provide your mobile sales force with instant access to the important customer information they need to get their jobs done.

Work More Efficiently: Enhance sales effectiveness with secure data access, synchronization, and subscription functionality, capabilities that let sales staff maintain only the data they need on their mobile devices.

Deploy CRM Customizations Anywhere: The deep forms customizations available with Microsoft CRM now can be used wherever your mobile users need them most.

Manage Devices Easily: Simple to deploy and use, Microsoft CRM Mobile requires little IT support to set up and maintain, and minimal training to use.

CRM without limits.

Access critical sales information—even on the move. Microsoft CRM Mobile 1.2 **enables your sales force to manage account information, add and organize business contacts, schedule important meetings, and track existing opportunities quickly**—all while working from a fully-integrated Windows Mobile Pocket PC 2003 or Windows Mobile Pocket PC 2003 Phone Edition device.

Available When and Where You Need it: Get the data you need when you need it. Microsoft CRM Mobile makes the most of the convenience and portability of mobile devices to provide a tool you and your sales force will be eager to use.

Easy to Learn and Use: The efficient and intuitive interface uses the already-familiar appearance of the Microsoft CRM Web client—including calendar controls, hyperlinks, lookups, and drop-down lists—so you can start using Microsoft CRM Mobile almost immediately.

Expanded CRM Data Environment: Microsoft CRM Mobile opens up the Microsoft CRM environment, providing instant access to data about customers and activities—and helping you manage your work day more successfully.

Microsoft Business Solutions CRM

Give your sales team **cost-effective access to powerful data and processes** with Microsoft CRM—no matter where your business takes them, including:

Integrated Sales and Customer Service modules that improve business productivity by enabling employees to share information, get better sales results, and deliver consistent, efficient customer service.

Sales and customer service features that provide leads and opportunity management, a complete view of customer history, automated incident management, and a searchable knowledgebase, and more.

Reporting tools for accurate forecasting and measurement of business activity and employee performance.

Built using Microsoft .NET–connected technologies, Microsoft CRM is easy to deploy, customize, and use. Accessible from Microsoft Outlook®, and the Web, Microsoft CRM integrates with other business applications, extends easily for vertical or industry-specific deployments, and scales as your business grows.

Microsoft
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MICROSOFT BUSINESS SOLUTIONS CRM MOBILE

Microsoft Business Solutions are tightly integrated business applications designed to assist small and mid-sized organizations as well as divisions of large enterprises. Delivered through a worldwide network of channel partners, Microsoft Business Solutions applications and services are built to help retailers, manufacturers, wholesale distributors, and service companies achieve more of their potential.

Learn more about Microsoft Business Solutions CRM Mobile today at:

<http://www.microsoft.com/BusinessSolutions/CRM>

or contact your local Microsoft Business Solutions Certified Partner.

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MICROSOFT BUSINESS SOLUTIONS

CRM
Mobile

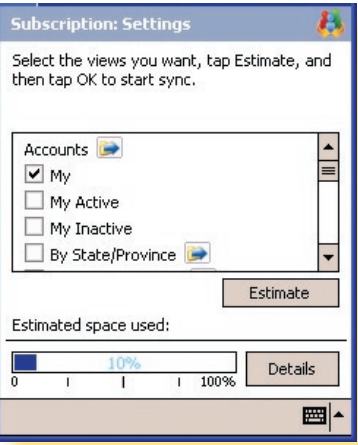
Say goodbye to data **overload.**

Microsoft CRM **functionality**—even on the go.

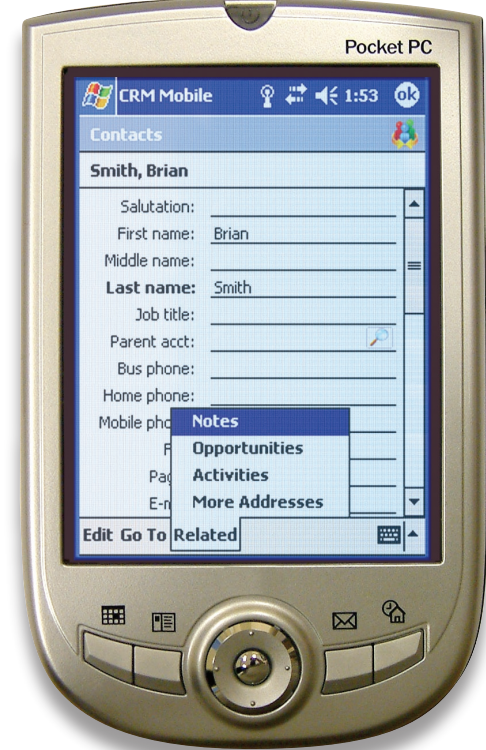
Streamline device management.

The Microsoft CRM Mobile subscription model lets sales representatives single out the key information they need to get the job done. **By eliminating lengthy downloads of unnecessary information—such as the complete list of the company’s accounts or contacts—**Microsoft CRM Mobile frees users to zero in on only essential data.

Subscription settings allow users to pinpoint the precise data they need, such as active accounts or accounts filtered by geographic region, thereby helping to optimize the limited memory resources of mobile devices, as well as the remaining memory capacity of each user’s device.



Synchronize only the data *you need and for which you have room.*



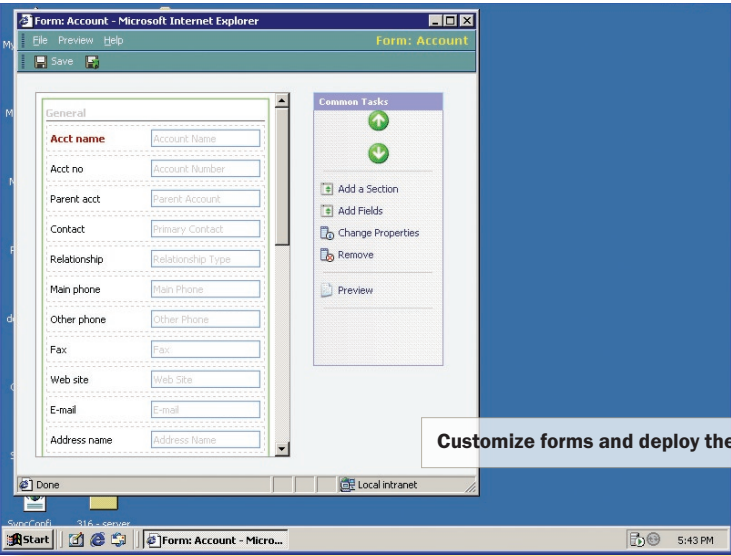
Update account information *on the fly.*

View, update, and store information *when and where it’s most convenient.*

Available when and where you need it.

Now sales personnel can make the most of the convenience and portability of their mobile devices. **Microsoft CRM Mobile eases access to the Microsoft CRM features your salespeople need—at any place and at any time.**

On-the-road access to Microsoft CRM functionality provides sales users, who are always on the lookout for new business opportunities, an easy-to-use tool to seize and pursue new opportunities from any location and do it quickly.



Customize forms and deploy them *through the Microsoft CRM server to use on mobile devices.*

Get down to business quickly.

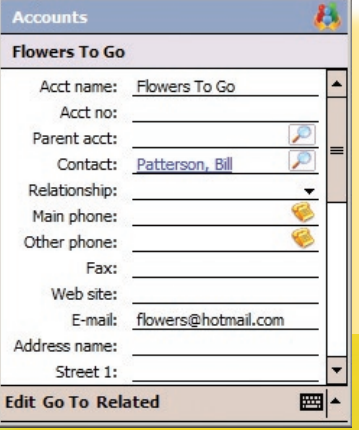
Microsoft CRM Mobile makes it easier than ever to access powerful data and processes.

The logical and intuitive user interface reflects the already-familiar appearance of the Microsoft CRM Web client. Plus, online tutorials are standing by to fill in any gaps, so your users won’t lose any time getting up to speed.

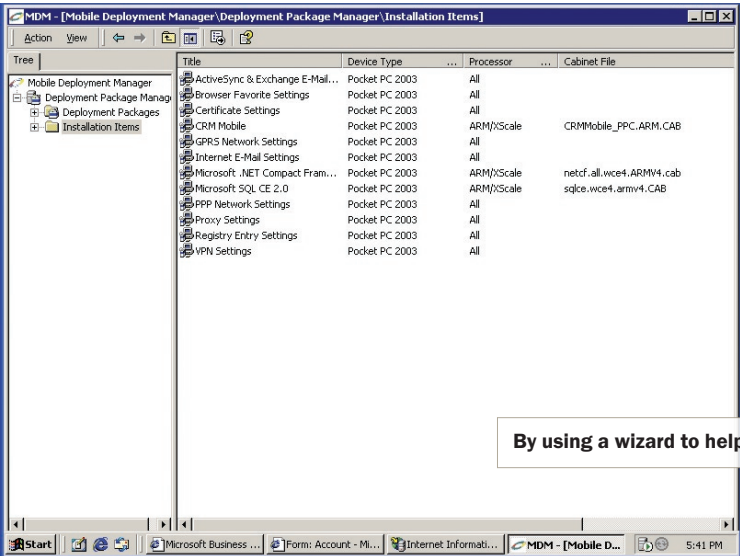
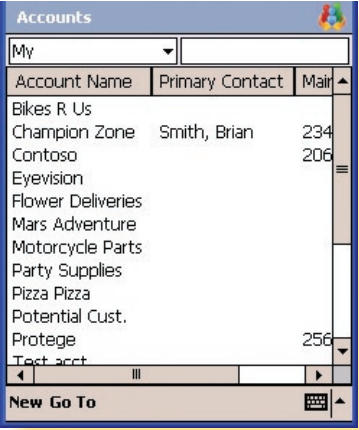


The easy-to-use CRM Mobile user interface *resembles the Microsoft CRM Web client.*

Find accounts easily *with customizable list views that include a search field at the top, right corner of the screen.*



Manage accounts *—and opportunities—with ease.*



By using a wizard to help define software *and security settings and configure devices, Microsoft CRM Mobile makes device management simple.*

Microsoft CRM Mobile **can grow and adapt to your changing business needs.** Easy setup and configuration, combined with minimal need for training, translate into substantial cost savings for your business.

Easy to set up: With a simplified device provisioning system, your CRM administrator can quickly deploy Microsoft CRM Mobile onto a Secure Digital (SD) card and leverage the new “click and go” installation routine so that your mobile sales personnel don’t miss a beat while they’re working away from the office.

Easy to configure: Microsoft CRM Mobile also provides deep customization and configuration capabilities for application forms and views that enable businesses to create the same user experience found within Microsoft CRM for your mobile application.

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