

Microsoft Dynamics CRM

Our solution along with our expertise will help you get the most value when managing relationships with your customers. We are your single point of contact for obtaining and benefiting from a single view of your customer.

THE CHALLENGE

According to a 2012 survey by Gartner, CEOs and CIOs have indicated that CRM has become a top technology priority. The CEOs who participated in the survey said that CRM was the most important investment for improving business over the next five years.

Having multiple departments using separate, disconnected applications for handling customer data and interaction is a challenge that many organizations face. These applications provide multiple views of the customer, leading to duplicate processes, inefficiency among departments and stressed staff who are unable to see a customer's history.

Costly and difficult to maintain, these applications also need to be updated frequently to meet ever-changing business needs. This is a challenge when there are many different systems, and the failure to update can lead to poor customer service.

Costly systems and inefficient processes result in the loss of important sales and valuable customers.

OUR ANSWER

We can integrate Microsoft Dynamics CRM into your existing process landscape to deliver a unified view of your relationships, seamless processes, and satisfied customers.

Interviews with nine companies conducted by Forrester Research in 2011 found that companies that had implemented Microsoft Dynamics CRM 2011 showed a 243 percent return on investment. In addition, they gained benefits in the areas of personal and process productivity including the following:

- Improved sales productivity, opportunity/deal tracking, and routing through integration with Microsoft Outlook
- Customer service productivity savings from a holistic view of the customer and faster case resolution
- Streamlined processes and operations, leading to lower sales costs
- Savings in marketing costs with more real-time insights from better analytics
- Productivity savings due to better reporting tools



FACT SHEET

KEY BENEFITS

- Improved customer service through the provision of connected information
- Lower operational costs through streamlined processes and faster case resolutions
- Better productivity as users are already familiar with the Microsoft Office user interface
- Effective marketing with the help of accurate data and informed decisions
- Increased sales through improved insights and cross-sell collaboration

We can provide Microsoft Dynamics CRM onsite or online with a full range of system integration services based around the Dynamics CRM platform, scaling up from a departmental level solution right through to a global enterprise. Often, this is achieved by extending Dynamics CRM as a central hub connected to a legacy line of business systems.

We have a successful track record of integrating disparate systems and implementing innovative solutions that deliver sustainable business benefits across sectors. As a global systems integrator, we offer services across the full solution lifecycle including the following:

- Business consultancy and advisory services
- IT strategy development
- Business transformation and benefits realization
- Road mapping, requirements scoping and business analysis
- Application development, implementation and deployment
- Hosting and application management
- Upgrade implementation and support

WHY CGI?

We have 15 Microsoft Gold competencies, including CRM and ERP, and are considered to be among the top three Dynamics partners in Europe, the Middle East and Africa. We are also members of the 2012 Inner Circle for Microsoft Dynamics, an elite group of the most strategic Microsoft Dynamics partners worldwide. Only two percent of Microsoft partners achieve this distinction.

Our capability extends across the entire Microsoft spectrum with specialists in SharePoint, BizTalk, Business Intelligence, .NET development, Azure, Office365, and IT infrastructure, as well as many other non-Microsoft technologies. This diversity of knowledge and experience allows us to support customers with their long-term IT strategy using Dynamics CRM as the core of an integrated application framework.

To ensure the highest quality of delivery, all of our projects are implemented using fully accredited methodologies with a proven track record of success. Combined with our industry knowledge, technical excellence and global delivery, we have an excellent track record for delivering innovative solutions that deliver real business benefits.

We understand, innovate and deliver.

ABOUT CGI

With 69,000 professionals operating in 400 offices in 40 countries, CGI fosters local accountability for client success while bringing global delivery capabilities to clients' front doors. Founded in 1976, CGI applies a disciplined delivery approach that has achieved an industry-leading track record of on-time, on-budget projects. Our high-quality business consulting, systems integration and outsourcing services help clients leverage current investments while adopting new technology and business strategies that achieve top and bottom line results. As a demonstration of our commitment, our average client satisfaction score for the past 10 years has measured consistently higher than 9 out of 10.

For more information about CGI, visit
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