

Microsoft Dynamics CRM Announces New Solution Accelerators

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Microsoft Corp. today announced new CRM Accelerators for Microsoft Dynamics CRM that help organizations reduce costs and establish business insight across social networks, channel-centric organizations and Web interaction channels.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO>)

As with all CRM Accelerators, they are available at no additional cost to current Microsoft Dynamics CRM customers and partners. These solutions can be deployed as packaged extensions to Microsoft Dynamics CRM, or used to help develop new solutions -- allowing organizations to help improve the time to value in tailoring Microsoft Dynamics CRM to their business needs.

"We continue to drive rapid innovation and outstanding price-to-value for customers and partners globally," said Brad Wilson, general manager of Microsoft Dynamics CRM. "These new accelerators expand the capabilities of Microsoft Dynamics CRM to address emerging business trends in social networking and drive efficiencies in collaborative business processes."

Social Networking Accelerator

The Social Networking Accelerator allows business professionals to monitor and analyze customers' conversations on social networking sites, and as a result, provides real-time status updates about their products and services. This accelerator delivers integration with Twitter; other networks will be introduced in future releases. The Social Networking Accelerator can be viewed online at <http://crm.dynamics.com>.

"In this market, insight into what customers are saying is extremely valuable," said Warren Wilson, senior analyst at Ovum Inc. "These new social networking features can provide greater visibility into customers' experiences and opinions, helping companies to make better decisions and, ultimately, to improve brand awareness and customer engagement. This is a smart enhancement to Microsoft Dynamics CRM."

Partner Relationship Management (PRM) Accelerator

The Partner Relationship Management (PRM) Accelerator allows businesses to use Microsoft Dynamics CRM to distribute sales leads and centrally manage sales opportunities across channel partners. It provides pre-built extensions to the Microsoft Dynamics CRM sales force automation functionality, including new data entities, workflow and reports. Using the PRM Accelerator, companies can jointly manage sales processes with their channel partners through a centralized Web portal, as well as extend this integration to automate additional business processes.

Portal Integration Accelerator

The Portal Integration Accelerator easily connects Microsoft Dynamics CRM to an organization's Web experience. With this added capability, a business analyst can use point-and-click configuration -- as opposed to Web development -- to rapidly extend to the Internet any business process and drive costs out of everyday business interactions.

The new CRM Accelerators will be made available in the next few weeks. Microsoft Dynamics CRM customers and partners can download each of these solutions from <http://crm.dynamics.com>. To date, CRM Accelerators have exceeded 50,000 downloads to drive new customer value and partner innovation with Microsoft Dynamics CRM.

About Microsoft Dynamics



Microsoft Dynamics is a line of adaptable, easy-to-use ERP and CRM applications that enable business decision-makers to run their business efficiently and drive business success. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About Microsoft

Founded in 1975, Microsoft (Nasdaq: MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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