



# 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 line-of-business (LOB) applications with a platform that combines prebuilt configurable functionality on a highly flexible service-oriented 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 organizations get the best of both worlds with a flexible platform that rapidly accelerates application delivery.

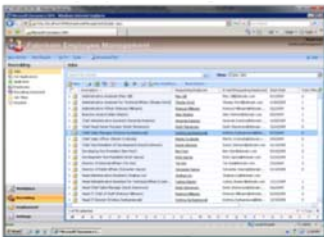
Because xRM works through and with familiar technologies like the Microsoft® Office system, Microsoft Office SharePoint® Server, Microsoft SQL Server®, Microsoft Visual Studio®, and Microsoft .NET Framework, organizations can quickly create and efficiently manage many LOB applications using a common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

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

- Real estate development
- Vendor 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*



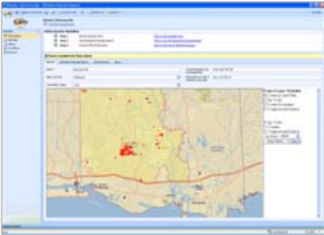
*Recruit Management*



*Citizen Case Management*



*Disaster Response*



*Dealer Management*



*Asset Dashboard*



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

*"It costs us up to U.S.\$138,000 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, Ensto

### DRIVE EFFICIENT AND EFFECTIVE IT

Streamline your IT operations through a common LOB application platform that allows you to better leverage and maximize 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 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 specialized business requirements:** Provide a wealth of relationship management capabilities, as well 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 visualizations, 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 provide new differentiated capabilities.

### DEMONSTRATE BUSINESS SUCCESS

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

- **Increase business productivity:** Help businesses operate more efficiently by connecting disparate applications and helping provide business information across the organization.
- **Drive personal productivity:** Increase personal productivity by giving end-user 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 customizations. Dynamic services automatically propagate customizations 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 optimize the effectiveness and efficiency of IT with a shared multi-tenant, multi-application business architecture that helps your organization make the best use of its infrastructure, licenses, and skilled IT resources.

*"In two weeks, our intern produced for free what a skilled developer needed three months and more than \$50,000 to develop. Plus, the intern's application had a better interface and more robust functionality."*

**TRON KEEFER**  
Manager, Business Integration Group,  
Pennsylvania Office of Attorney General



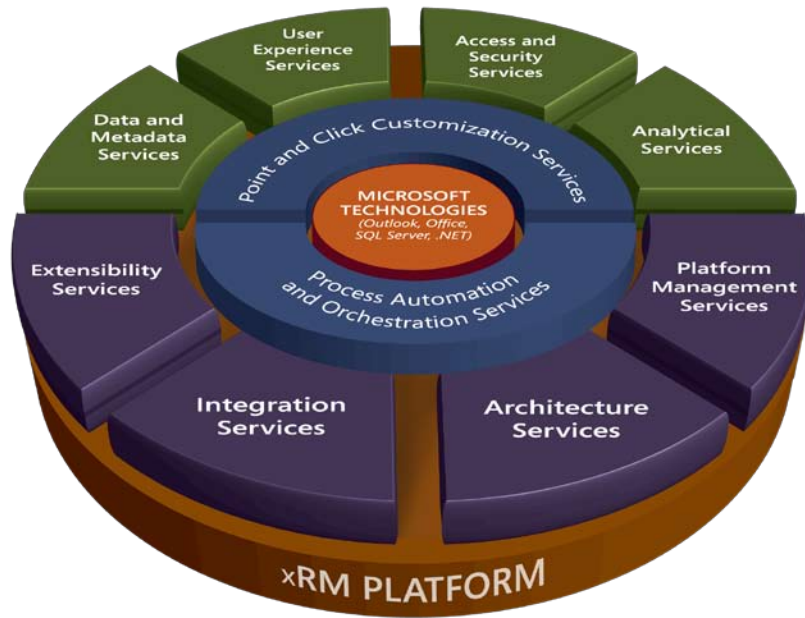
*"The xRM solution was clearly the most adaptable to our environment. We also felt that the intuitive interface would make transitioning easy for users."*

**GREG JONES**

Chief Technology Officer,  
North Carolina Department of  
Crime Control and Public Safety

**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 CUSTOMIZATIONS**

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

**PROCESS AUTOMATION**

xRM includes robust business process automation capabilities to help organizations 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 organizations 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 time ensures that xRM can scale to fit your business needs.