Microsoft Dynamics CRM Online 2011 and the Cloud

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WHY CLOUD?

Source: Gartner, Market Trends: Software as a Service, Worldwide, 2008-2013

$9.6B
Software Revenues for SaaS Delivery of Enterprise Apps

Productivity Applications: $0.8B
Messaging & Collaboration: $2.9B
CRM Applications: $2.5B
ERP Applications: $1.4B
Supply Chain Management: $1.0B

Source: Gartner, Market Trends: Software as a Service, Worldwide, 2008-2013
Types of Cloud Computing

1. **Public cloud**
   - **Software as a service**
   - **Platform as a service**
   - **Infrastructure as a service**
   - **User Productivity**

2. **Hybrid**
   - **Shared Environment**

3. **Private cloud**
   - **Dedicated Environment**
   - **Rapidly Develop Apps**
   - **Reduce Management**
Why the Cloud?

**NEW ECONOMICS**
- Pay for what you use
- Lower and predictable costs
- Shift from capex and opex
- Accelerate speed to value

**REDUCED MANAGEMENT**
- No patching, maintenance
- Faster deployment
- Robust multi-layered security
- Reliability and fault-tolerance

**REDEFINING PRODUCTIVITY**
- Latest software for users
- Internet collaboration
- Anywhere access
- Instant self-provisioning
Microsoft Cloud Services for Businesses

- $2.3B invested in cloud infrastructure
- Geo-replicated customer data
- Public and private cloud flexibility
- 30,000 engineers working on cloud services
- Financially-backed uptime guarantees
- SAS 70 and ISO 27001 compliant
- Carbon footprint innovation
- Rapid innovation model

BUSINESS APPS
- Microsoft Dynamics CRM Online
- Office
- SharePoint Online
- Exchange Online
- Windows Intune

PLATFORM
- Windows Live ID
- Windows Live
- SQL Azure
- Azure Platform
- Windows Azure
- Azure Platform

CLOUD SERVICES

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ON-PREMISES & HOSTERS
Customers Are Moving To The Cloud With Microsoft

“The move to Microsoft Online Services will help cut operational costs by an estimated 30% and create a variable cost model that will provide increased flexibility in the future.”

“Customers consistently rave about the move to Microsoft Online Services, providing familiar, intuitive solutions that we could trust with our business communications.”

Chris Millington
Global CTO, McDonald’s Corporation

“We looked at a variety of cloud-based offerings, and only Microsoft could meet our requirements for reliability. We have already started our rollout, and with Exchange Online, we will consolidate 42 e-mail systems into one, reducing our IT costs by at least 30%.”

Olivier Baldassari
CIO, Rexel Group

9,000 business customers

40M paid Online seats

More than 500 government entities

Over 50% of the Fortune 500

70% Expecting from Notes

16,000 Advisor partners
What is Dynamics CRM?

Fully integrated Customer Relationship Management system which provides to create and maintain a clear view and connection with customers.

•

CRM idea: You can deliver higher quality of service in a lower cost.

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# CRM Online

## What is CRM Online?
- Same features as **Microsoft Dynamics CRM** but in the **Cloud** (Sales Automation, Marketing Automation, Customer Service, Workflow, Business Intelligence)
- Access to it from Internet Browser, Microsoft Outlook (with offline mode) and Mobile device

## CRM Online availability
- **Self Service** with 12 months subscription (Invoice or Credit Card), or from **Volume Licensing** (CAL for EA or CASA)
- Available from November 2010 (Czech Republic, Cyprus, Greece, Hungary, Poland, Romania) to January 2011

## Benefit of CRM Online
- **Instant Access Online**: Rapid Deployment, Access anywhere, Real time Sales Insight, 30d trial before buying
- **Familiar Experience**: Easy to learn and use, Get data on the go, increase productivity, Wave 14 integration, Browser, outlook or phone
- **Better Economics**: Get more for less, Low up front cost, Safe and Secure, Managed by Microsoft, best SLA of the market (99.9)

## Great Complimentary to the cloud offering
- Continuation of the BPOS offering with same authentication as BPOS
- **Microsoft Dynamics CRM Marketplace**
  - Microsoft’s unified online business marketplace for small and medium businesses
  - Helps customers discover and engage with Microsoft partners
  - Partners attract new business by enhancing their discoverability
Familiar Experiences

Office Fluent User Interface
Next-gen Outlook experience
RoleTailored forms and views
Advanced personalization
Intelligent Experiences (1/3)

Real-time dashboards
Guided processes
Visual analysis & navigation
Declarative design
Intelligent Experience (2/3)
Teamwork and Collaboration
Reduce Barriers To Effectively Working Together

Create teams for sharing data and collaborating. Team selling now made easy

Use queues to easily route and manage in-bound work

Define connections for building relationship knowledge, and influence tracking

And of course, SharePoint...
Intelligent Experience: (3/3)
Contextual SharePoint
Use SharePoint & CRM Together for Better Collaboration

Associate SharePoint documents with CRM records

One-time configuration with on-demand folder creation per CRM record

Associate SharePoint folders with any CRM entity

Works with SharePoint Online, SharePoint 2007 & 2010
CRM Online + BPOS Better Together

Microsoft Office Outlook
Windows Live ID
Microsoft Dynamics CRM Online

Microsoft Exchange Online
Microsoft SharePoint Online
Microsoft Office Communicator
Microsoft Office Live Meeting
Business at a Glance

- **Over 1,400,000 users** in more than 80 countries with 40+ languages
- **Over 23,000 customers** from small to enterprise
- **Over 1,200 software and services partners** with new Dynamics CRM competency
- **Over 100 service providers** hosting Dynamics CRM solutions

- **Regional datacenters** in the Americas, EMEA, and APAC
- **Multi-tenant architecture** for cloud and on-premises deployment
- **Developer symmetry** between our cloud and on-premises assets for integration and extensibility
- **More value for less** helps customers make the most of their investments
Global Customer Base

Financial services
- ING
- MKB
- Raymond James
- Barclays
- Mesro Financial
- AFG First Federal Credit Bank
- Allianz
- Desjardins Financial Security
- AlaskaUSA Federal Credit Union
- SVG Capital
- Euronet
- SNS REAAL
- Bouwfonds

Professional services
- ISS
- Crossmark
- Jones Lang LaSalle
- Hitachi Consulting
- Century
- CH2M HILL
- Reed Smith
- Linc Group
- VOLK
- Sperry Van Ness
- Branz
- Pointbridge
- ServiceSource
- CredentialCheck
- FinTec
- Stanton

Manufacturing
- Benjamin Moore
- Nex
- Nikon
- Renault
- Xiotec
- Volvo
- Sales
- ITP
- Nucor
- MCF
- Sandvik
- Oldcastle Precast
- Polaris
- StatOil
- Homag
- Roland

Public sector
- City of London
- Royal National Institute for the Blind
- The Pensions Regulator
- Mekonomen
- GES
- ForBusiness
- Noble Trade

Retail and hospitality
- Cold Stone Creamery
- Equinox
- Best Buy
- Noble Trade
- Mekonomen
- Unilever
- Maccabi Healthcare Services
- White Castle
- Bakers Delight

Health and life sciences
- Novozymes
- Pfizer
- Chiesi
- Pathology Associates Medical Laboratories
- Wise Management
- GF

Travel and entertainment
- Whistler
- Tourism
- U Vet
- Corporate Travel
- Venetian
- AMC Theatres
- RCI
- Portland
- Diamond
- Harrahs
Winning Customer Scenarios

Core CRM Applications
Sales Productivity – Customer Care – Marketing

Extended CRM Applications
Industry Solutions - Custom Applications

xRM Framework

Cloud Services

On-premises Systems
Invest once, use and develop multiple applications

Configurable Business Process - Oriented Architecture

Flexible Deployment
- On-Premise/On-Demand
- Configure/Customize
- Department/Enterprise
- Single-Tenant/Multi-Tenant
Launch Timeline

Since 9 September 2010
CRM 2011 beta with Dynamics Marketplace

“Microsoft Dynamics CRM 2011 beta for Online & on-premises; Dynamics Marketplace debuts”

Q4 2010
CRM Online RTW

“Microsoft Dynamics CRM Online releases worldwide, with connectors to Dynamics GP & NAV”

Q1 2011
CRM 2011 RTM

“Microsoft Dynamics CRM 2011 release to manufacturing (RTM) for on-premises and hosters”
Microsoft CRM Dynamics has a great Differentiate on Productivity today...

• Great productivity differentiation
  • IW integration (Outlook Sharepoint, OCS)
  • Run on any device (PC, Phone, Browser)

• Great Extended CRM Differentiation
  • xRM, powerful app. Development framework included with the licenses purchased
    → The pennsylvania Office of the Attorney General reduced application development time by 75%
    → Ensto, Finland Manufacturer, saves $138,000 with every application it develops on xRM