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Customers form the core of every business. Itâ€™s customers who drive the business and take it to the next level of success. Customer Resource Management (CRM) development is a common strategy, adopted by enterprises, to manage and maintain the companyâ€™s interactions with its customers and sales prospect for the current and future reference.

In the era of enterprise automation, CRM plays an extremely vital role synchronizing business processes such as sales activities often for marketing, customer service and technical support. In terms of proprietary solutions for enhancing business capabilities, what else can be better than Microsoft CRM architecture?

Microsoft CRM solutions offer a range of processes that enterprise can automate in order to gain benefits keeping in mind every nuance of a client. Features such as sales force automation, help desk, products, vendors, sales quotes, orders, invoices, reports and security management among others help achieve the heights of unprecedented services, quick conversion of leads and maintain transparency throughout the domain.

Gamut of Services from Latest Microsoft CRM Solutions

Streamlining the information about the customers and optimizing the service process, Microsoft CRM architecture takes enterprise to the right direction. Supporting CRM services since many years, Microsoft recently released its latest offerings, which includes a number of improvements such as a next generation native Microsoft Outlook client and Microsoft Office contextual CRM Ribbon for Office navigation. Moreover, it also includes user experience, role-tailored design and user personalization.

2011 is better called a year for cloud migrations; keeping that in mind, the latest Microsoft CRM development is an attempt to pull down the service of latest CRM market leader, Salesforce.com. Microsoft CRM designers bring forward the latest designs for both cloud and on-premise deployment. Although in beta version, the latest Microsoft CRM development, India, has already created a buzz among enterprises who have recently migrated to cloud or those who opt to migrate in the near future.

Among several new features, the top-rated ones are as follows:

New Business Intelligence Functionality: Now monitoring business performance is extremely simple as users can quickly configure multiple dashboards. Dashboards can be set up for individual or shared use, and can include advanced charts with intelligence to navigate data, and unleash new business or project insights.

Tight integration with MS Office: Microsoft CRM software development provides seamless, out-of-the-box integration with new office 2010 contextual ribbon for Microsoft Dynamics CRM online and Microsoft Dynamics CRM browser clients. The new release enables CRM to take full advantage of native outlook functionality.

Advanced User Personalization: Microsoft CRM solutions allow users to configure or personalize their workspace to meet specific roles and information needs. It lets the user set default pane and tab that displays information, each time they launch the Microsoft CRM. Users can control the workspace view and records appearing in the lists, and can create a consolidated and personalized

dashboard.

Customizing and Sharing: Proficient Microsoft CRM developer can customize the CRM software as per the enterprise need, and the latest Microsoft CRM architecture makes the provision to save customizations and share them with others. A customized solution will have version numbering, relationships with entities and other components, and security features based on user roles.

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Grey Matter India - About Author:
Grey Matter India (GMI) Technologies Pvt. Ltd. is a leading IT services and solutions provider that excels at providing a Microsoft CRM development and delivering sophisticated Microsoft CRM customization services.
Author : Jeff M. Mathew

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