



→ AVANADE® SOLUTION

ENTERPRISE CRM PLATFORM RENEWAL™

Gain more productive customer interactions and more profitable business relationships with a seamless, accelerated and cost-effective migration to Microsoft Dynamics® CRM.

Move away from a costly and inflexible legacy CRM system and toward a truly integrated customer management solution that fits the way you do business and fosters high end-user adoption.

Organizations looking to boost sales and increase customer loyalty depend on a CRM system to drive revenues. Many CRM customers currently have CRM systems with low user adoption plus high maintenance and support contracts, which may be coming to a point of renewal. In today's hyper economic IT environment, you need a CRM solution that gives you high value, flexibility, integration and, best of all, the ability to get off to a fast start.

More Challenges. Less Opportunity.

As your organization looks to move away from its legacy CRM system, you are probably considering a complex migration path and potentially facing a costly upgrade decision, amidst coping with a myriad of challenges.

- ▶ Do you grapple with a high total cost of ownership due to escalating maintenance, training, customization code, and licensing expenses?
- ▶ Is the inflexibility of your system keeping you from adapting to the evolving changes in your business, resulting in lost opportunity?
- ▶ Are you frustrated by low user adoption and poor productivity due to an unfriendly and unfamiliar CRM system environment?
- ▶ Are you hesitant to migrate to a new system because you fear a slow, painful and costly process?
- ▶ Do you want flexibility in how your CRM solution is delivered—on premise, on demand or a hybrid of both?

Cost Savings. Streamlining Efficiency.

With the AvanaDE CRM Platform Renewal™ offering, we help you make a compelling business case to migrate your legacy CRM system to Microsoft Dynamics® CRM. Leveraging our assessment capabilities, our accelerated deployment tools and our in-depth knowledge of the Microsoft platform, AvanaDE experts will tailor a CRM solution that meets your unique needs, reflects your customer management priorities, and truly fits the way you do business. With our offering we can help you:

- ▶ **Reduce costs** associated with the maintenance of a legacy CRM system.
- ▶ **Save time** with a CRM solution that is flexible and allows you to extract and analyze data much more quickly and easily, as well as faster user adoption via a familiar interface and integration with Microsoft Office.
- ▶ **Make better decisions** with a CRM solution that gives you a more complete customer view, allowing you to identify profitable opportunities and reduce support costs.
- ▶ **Get greater returns** and speed your time to value with a CRM solution that maximizes resources and targets areas of your business with the most potential for increased revenues.
- ▶ **Experience a truly integrated approach** to CRM, one that enhances customer interactions throughout the organization, delivering insight and information to build more profitable customer relationships.
- ▶ **Respond to new market opportunities** as your business priorities change, having a flexible solution that is easy to use, manage and maintain.

**Business Value Assessment
Tool Workflow**



The Opportunity Ahead

The Avanade Enterprise CRM Platform Renewal offering will help your organization achieve a seamless migration from your legacy CRM system to Microsoft Dynamics CRM. Our migration assets and tools are expressly designed for trouble-free deployment. Get started fast with an accelerated and efficient migration to Microsoft Dynamics using the Business Value Assessment Tool™ and Productivity Platform™—both designed to help you plan, move data, and encourage quick end-user adoption.

- ▶ The **Avanade Business Value Assessment Tool (BVA)** provides you with a comprehensive evaluation, business case and planning strategy that identifies your current state and pinpoints needs, requirements and potential opportunities. The BVA tool provides a roadmap that demonstrates the highest business value possible for your organization with your next generation Microsoft Dynamics CRM solution.
- ▶ The **Avanade Productivity Platform** includes proven best practices, rapid development techniques, and fully-tested preassembled code that accelerates migration. It not only streamlines migration, it also helps make your organization more responsive to change—quickly add functionality or incorporate new processes to meet evolving customer management needs.

The Avanade Difference

Our collective experience, assets—such as the BVA tool and the Productivity Platform—and our deep knowledge of the Microsoft enterprise platform makes it very compelling for you to make the move from your legacy CRM system and get the maximum value from Microsoft Dynamics CRM.

- ▶ Avanade is at the forefront of increasing the depth of integration and functionality of today's CRM systems.
- ▶ Our experienced consultants have unmatched expertise in migrating customers from legacy CRM systems, such as Oracle Siebel CRM, to Microsoft Dynamics CRM.
- ▶ Avanade provides flexible migration options that meet the needs of your business from partial integration to full replacement of your legacy CRM system, all with minimal interruption to your day-to-day operations.
- ▶ We can accommodate any delivery model you desire including on premise, on demand or hybrid implementations.

About Avanade

Avanade is a global IT consultancy dedicated to using the Microsoft platform to help enterprises achieve profitable growth. Through proven solutions that extend Microsoft technologies, Avanade helps enterprises increase revenue, reduce costs and reinvest in innovation to gain competitive advantage. Avanade consultants deliver value according to each customer's requirements, timeline and budget by combining insight, innovation and the talent of our global workforce. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture and Microsoft Corporation. Avanade has more than 9,000 professionals serving customers in 22 countries worldwide. Additional information can be found at www.avanade.com.

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