

IT'S WHO YOU KNOW:

CDW + MICROSOFT DYNAMICS



WHEN IT COMES TO CRM, IT'S NOT JUST WHAT YOU KNOW. IT'S WHO YOU KNOW.

That's why we partner with leading vendors like Microsoft®. They offer a wide range of customer relationship management (CRM) applications designed to maximize customer satisfaction. And with years of experience in Microsoft deployments, CDW has the experts and the expertise to make them work for you. Together, we give you access to the latest technologies to help ensure a fluid customer experience.

MICROSOFT GETS CRM.

TOTAL TRACKING

Microsoft Dynamics is a CRM solution that delivers relevant customer data to sales, marketing and customer service teams when they need it. Available in both cloud and on-premises versions, this suite of tools and dashboards empowers customer-facing personnel with role-relevant knowledge to deliver a consistent, fluid customer experience across any department or communication channel. The data includes tracking for customer:

- Activities
- Processes
- Tasks
- Milestones

FACILITATING SUCCESS

Microsoft Dynamics includes a long list of tools, dashboards and role-based views in a customizable and intuitive interface. It all adds up to a centralized platform focused on increasing customer satisfaction. With Microsoft Dynamics, your organization can experience:

- Increased revenue – greater customer understanding can lead to more effective marketing
- Improved collaboration – sharing customer insights among all staff
- Maximized visibility – identify accurate baselines and goals to optimize the customer experience

INTEGRATED UC

Make the most of your existing software with the addition of Microsoft Dynamics. It can easily be integrated with your current unified communications (UC) systems to maximize collaboration among your staff. Plus, Microsoft Dynamics can be seamlessly integrated with Microsoft and non-Microsoft programs alike, including:

- Outlook
- Office
- Exchange
- InsideView
- Lync
- Sharepoint
- Social media
- Yammer

CUSTOMERS WHO COME BACK.

A 2012 Forrester study showed that:

71% of customers with a strong customer experience were likely to consider that organization again.¹

41% of customers who had a bad experience were likely to switch to a competitor.¹

CDW GETS MICROSOFT.

THE PEOPLE

Our experienced account manager teams are well-versed in CRM and all of the latest in Microsoft Dynamics. They work closely with our CRM-specific solution architects to implement the right Microsoft Dynamics solution based on your unique environment. Plus, receive immediate guidance from our Microsoft Business Development Team, which includes:

- Consultants
- Project managers
- Solution architects

THE PRODUCTS

We have a deep understanding of Microsoft products and services. Microsoft works closely with our solution architects to ensure you get only the most up-to-date technologies. And we can help you keep your software up to date with our software license management solutions. Our partnership with Microsoft can help drive down costs and improve IT governance.

THE PLAN

Your dedicated account manager will work with our solution architects to help design and implement your Microsoft Dynamics solution. Our approach includes:

- CRM and UC assessments
- Hardware and software design and deployment services
- Lifecycle maintenance and support
- Software license compliance assessments

IT'S OFFICIAL.

CDW and Microsoft are a winning team.

CERTIFICATIONS

- Microsoft Volume Licensing Partner of the Year – 2010 and 2011
- Microsoft Corporate Accounts Partner of the Year (Finalist) – 2012

MICROSOFT DYNAMICS AT WORK.



Now, with one source for company information, our management and support teams can operate as one, improving our execution and responsiveness to our customer needs and improving those relationships overall."

TODD DAVIS | SENIOR DIRECTOR OF PRICING AND MARKETING SERVICES FOR U.S. XPRESS, INC.



A STRATEGIC PARTNERSHIP FOR SUCCESS

We are backed by the CRM expertise of Ledgeview Partners, a Microsoft CRM Gold Certified and Microsoft Dynamics President's Club partner. Together, we offer our customers assistance across every aspect of their new Microsoft Dynamics solution, from installation and customization to data migration, integration and support.

SEE FOR YOURSELF.



SUCCESS STORY: nTelos

We helped nTelos, a wireless communications company, implement a CRM solution to improve customer satisfaction long after the sale was completed. Our solution architects deployed a workflow with Microsoft Dynamics to keep an accurate account of customer information, ensuring that all employees had what they needed to assist customers.

CASE STUDY



THE CUSTOMER RELATIONSHIP IS ALWAYS RIGHT

When nTelos partnered with CDW and Ledgeview on customer relationship management, their bottom line increased significantly along with improved customer experience.

Cellphone consumers can be fickle, forever chasing better deals and newer technology. If they don't understand the features of their phone or their bill, they're likely to give their business to someone else.

Without a customer relationship management (CRM) system in place, cellphone retailer nTelos was struggling to gather, leverage and even provide easily available information that could help them to retain crucial business in a competitive market. Once a customer purchased a new plan or a phone, nTelos performed follow up calls. However, the calls were difficult to standardize, execution was spotty, and results were next to impossible to measure. The company needed a system that could move them beyond basic spreadsheets and allow them not only to gather customer data more effectively, but also to leverage it in powerfule new ways.

When nTelos began to realize in 2010 that it required a CRM system, the company had already established a strong eight-year relationship with CDW for IT solutions and services. That

At a Glance

COMPANY: nTelos
HEADQUARTERS: Waynesboro, VA
EMPLOYEES: 1,300
LOCATIONS: Virginia, West Virginia and portions of Maryland, North Carolina, Pennsylvania, Ohio and Kentucky
STORES: 65 brick-and-mortar retail sites and an inside sales operation
BUSINESS: nTelos Wireless provides high-speed, dependable nationwide voice and data coverage for over 430,000 retail subscribers. The company's

Call your account manager at 800.800.4239 to speak with a CRM solution architect. Or, visit CDW.com/crm

