

# Microsoft Dynamics CRM

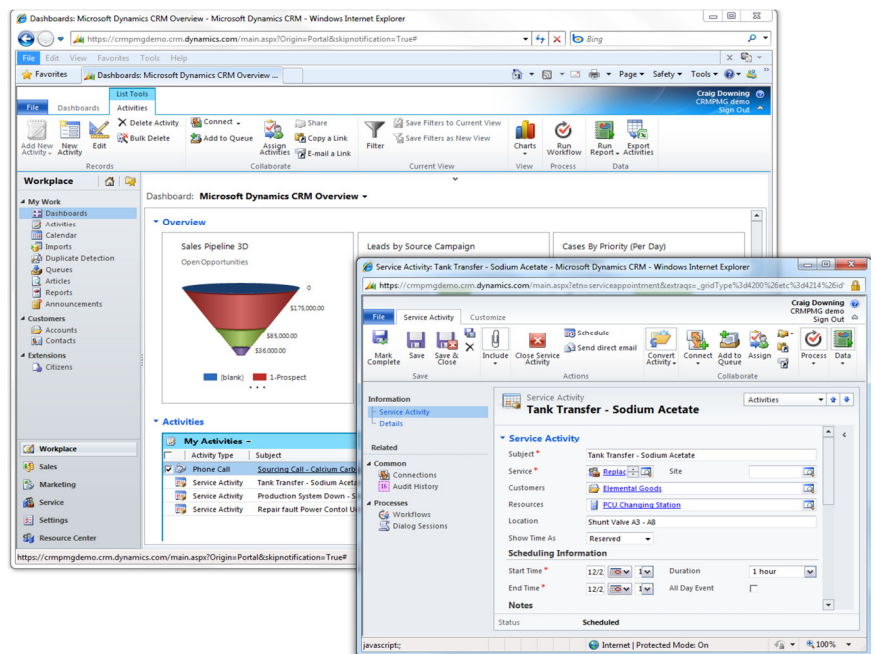
## For Chemicals Manufacturing

### BENEFITS

- **Improve sales productivity.** Simplify sales processes and deliver easy access to customer, sales, and product information to help your salespeople effectively represent a complete line of products and deliver personalized service to every customer.
- **Enhance innovation through collaboration.** Equip laboratory, production, sales, and service teams to share customer feedback and demand patterns. Track new formulas, mixes, applications, co-products and by-products, helping you identify your most profitable innovations and speed them to market.
- **Strengthen customer loyalty.** Improve your return on every customer relationship by increasing order accuracy, clearly communicating delivery commitments, and giving service personnel a complete record of customer contacts, contracts, and activities in a centralized system.
- **Achieve regulatory compliance.** Create automated workflows to help ensure proper documentation and product handling procedures are being followed, reducing administrative overhead, increasing safety, and increasing speed of sales.
- **Enable a mobile workforce.** Give sales and service people the tools they need—offline, online, and via Web services—so they can spend less time in the office and more time with your customers.
- **Extend existing IT investments.** Existing applications can be integrated and extended with Microsoft Dynamics® CRM, maximizing the value of current IT investments.

**By shifting from an asset-centric to a customer-centric approach, both bulk and specialty chemicals manufacturers can improve coordination of marketing and sales efforts, reduce cost of sales, increase revenue per customer, and provide service excellence.**

A well-defined and executed customer relationship management (CRM) strategy, with Microsoft Dynamics CRM at its center, can help chemicals manufacturers manage complex sales channels, drive collaboration to improve product innovation, and identify their most profitable offerings and services. With Microsoft Dynamics CRM, your organization can draw together the levers that impact customer demand and loyalty, helping to increase your “return on relationship” for every customer you serve.



*Microsoft Dynamics CRM fuels the success of chemicals manufacturers globally today. Providing leading solutions for sales, marketing, and service means better insights into your business, your customers, and your products.*

**A powerful CRM platform.** The familiar Microsoft Dynamics CRM interface makes it easy for sales and service staff to do their best work with minimal training. Ease of integration with Microsoft products and technologies you already know and use helps to expand the reach of CRM information to teams and executive decision makers.

FEATURES	BENEFITS
<b>Flexible Sales and Service Processes</b>	Support custom sales and service processes and create standardized workflows to automate routine procedures that work best for your chemicals manufacturing processes, using the highly adaptable Microsoft Dynamics CRM toolset.
<b>Workflow Automation</b>	Help staff focus more time on high-value activities by automating workflows, such as product configuration, pricing, sales authorization, compliance management, and service call routines. This speeds processing and helps ensure consistency, accuracy, and effectiveness.
<b>Sales Excellence</b>	Improve forecasting and pipeline accuracy by consolidating sales inputs, and tracking opportunities and forecasts according to salesperson, region, product line, customer segment, and other factors. Drive sales and service revenue by analyzing customer activity from every angle. Create key performance indicators to monitor critical success drivers and react quickly to changing business conditions to drive profitability for each and every order.
<b>Business Intelligence</b>	Proactively manage your customers' needs, current inventory levels, production schedules, and more, using alerts, workflow, and forecasting capabilities. You'll know which chemicals and which services are profitable, which customers are key to your success, and which technical service requests are costing you money.
<b>Channel Communications</b>	Improve sales efficiency by giving suppliers and distributors a consistent way to communicate with you. Distributors can access product availability and pricing information to speed the order process, deliver better front-line service, and provide feedback to help drive continuous innovation.
<b>Service Management</b>	Maximize service profitability and increase customer satisfaction by helping service teams deliver efficient, consistent responses to customers with questions, build and share a knowledge base with the latest and best responses, and track customer service requests to uncover issues and react quickly if intervention is required.
<b>Integration with Existing Systems and Industry-Specific Partner Solutions</b>	Microsoft Dynamics CRM can be integrated with other key business systems you rely on, helping maximize the value of technology investments. Aggregate information from ERP, pricing, production, distribution, and sales and service enablement systems to deliver a better understanding of the customer experience, reduce inefficiencies, and improve the speed and quality of the sales process.
<b>Platform Integration with Microsoft Products and Technologies</b>	Connect with Microsoft products and technologies including desktop applications, Microsoft® SharePoint® Server, Microsoft Unified Communications, Microsoft SQL Server®, and Microsoft BizTalk® Server to enhance communication and collaboration, deploy enterprise content management, deliver business intelligence, and tailor process automation.
<b>Fast and Flexible Deployment</b>	Get up and running quickly using Microsoft Dynamics CRM as an online solution, or deploy an on-premises solution for greater system customization, control, and ownership. Regardless of the deployment option, you get the same great user experience and solution.
<b>Ease of Access and Familiar Look and Feel</b>	Give sales and service personnel a user interface that is designed to work like and with the Microsoft Office system productivity tools they already know and use, helping to increase adoption and lower cost of learning. Conveniently access critical business data within Microsoft Office Outlook, or from a mobile device.

For more information about Microsoft Dynamics CRM, visit: [www.microsoft.com/dynamics/crm](http://www.microsoft.com/dynamics/crm)

To learn more about Microsoft Dynamics CRM in the chemicals industry, visit:  
[www.microsoft.com/dynamics/en/us/industries/chemical-manufacturing.aspx](http://www.microsoft.com/dynamics/en/us/industries/chemical-manufacturing.aspx)