



# Welcome To Today's Webinar: What's New in Dynamics CRM 2015

*The presentation will begin in a few moments*

*Participants will receive an email within 48 hours with a link to the slide deck and recording.*

# About the Presenter(s)



## **Scott Mangelson, Partner**

- Managing Partner of Armanino's Dynamics CRM Practice
- 20+ years of sales and marketing leadership experience
- Consulted and deployed ERP, CRM, and manufacturing process control software to companies like Intel, AMD, National Semiconductor and LG.

# About the Presenter(s)



## **Joe Alexander, Senior Sales Engineer**

Joe brings over 9 years of experience in sales and implementation of Microsoft Dynamics CRM.

By leveraging his unique background, Joe is able to help companies develop a CRM vision to meet their business objectives, while taking into account best practices around functionality, practical approaches and steps for a successful deployment.

In the past Joe has worked closely with other CRM applications, including Goldmine, SalesLogix & Salesforce.com giving him a deep understanding of the global CRM marketplace and migration tactics.

# Agenda

- Welcome and Introductions
- Strategic Direction: CRM 2015
- Top 7 (or so) Coolest New Capabilities
- Microsoft Productivity Unleashed

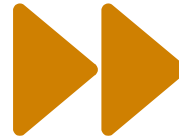
# Announcing CRM 2015: Strategic Direction

- Marketing Alignment: Demonstrate Results
  - Marketing Automation
- Sales Productivity: How does CRM give back?
  - Process Methodology
  - Insights
  - Mobility
- Customer Service: Closing the Loop
  - SLA and Parature

# What's top of mind for sales leaders



Zero in



Win faster



Sell more

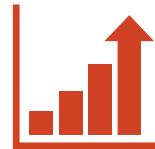
# What's top of mind for marketing leaders



Build brand

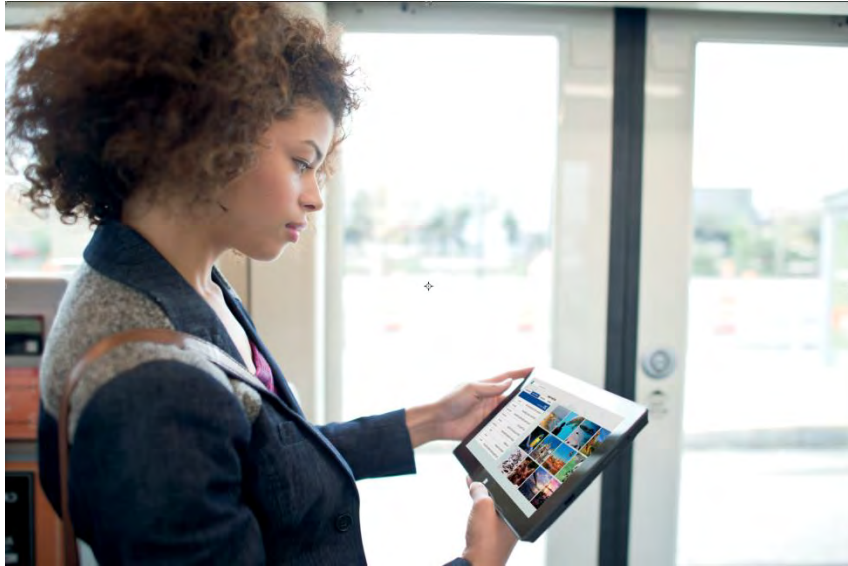


Engage 1 to 1



Demonstrate impact

# Deliver exceptional experiences



Earn loyalty



Empower agents



Stay agile

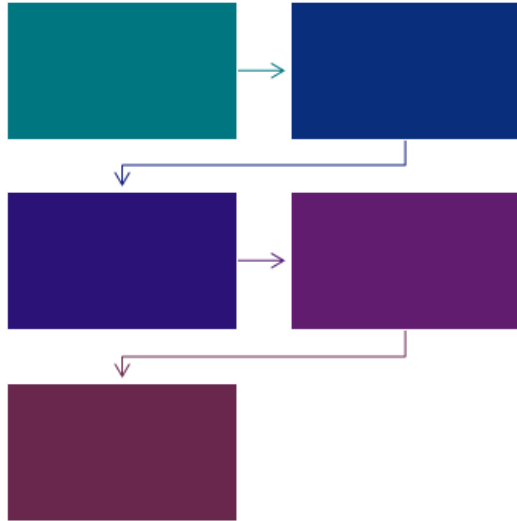


# Top 7 (or so) Coolest Capabilities

- No 1: Global Search
- No 2: Visual Sales Hierarchy
- No 3: Product Families



# Top 7 (or so) Coolest Capabilities



- No 4: Calculated and Roll-up Fields
- No 5: Branching for Business Process Flows

# Top 7 (or so) Coolest Capabilities



- No 6: Service: SLA Enhancements
- No 7: Mobile Application Enhancements
- Bonus Capability: Microsoft Dynamics Marketing
- Bonus Capability: Social Listening

Microsoft Sales Productivity Unmatched value compared to Salesforce.com		Microsoft	Salesforce.com
		Sales Productivity *	Sales Cloud Enterprise
Subscription		\$65/user/month	\$125/user/month
Core Sales Productivity Capabilities	Sales Automation - Opportunities, goals, territories	a	a
	API / SDK / Workflow	a	a
	Enterprise social network	Yammer included	Chatter included
	Sales Process-driven user experience – <a href="#">Source</a>	a	r
	Native Outlook experience online or offline – <a href="#">Source</a>	a	r
	Conferencing, IM, Productivity, Collaboration – <a href="#">Source</a>	Office 365 included	+\$20 (Office 365)
	Power BI - Intuitive visualization & exploration – <a href="#">Source</a>	Power BI included	+\$20 (Power BI)
	99.9% Financial-backed Service Level Agreement	a	r
	Social listening and analysis – <a href="#">Source</a>	MS Social Listening included	+\$ Additional charge (Radian 6)
	Customer intelligence – <a href="#">Source</a>	InsideView included	+\$125 (Data.com)
<b>TOTAL</b>		<b>\$65/user/month</b>	<b>\$290+/user/month</b>
Extras	10 GB of Additional Data Storage – <a href="#">Source</a>	\$120 per GB per year	\$3,000 per GB per year
	Professional Direct / Premier Support – <a href="#">Source</a>	\$9 per user per month	15% of list price
	Production Full Copy Sandboxes – <a href="#">Source</a>	\$549 per month	20% of total subscription

\* Promotional prices shown are based on publicly stated prices and listed in US dollars; actual pricing may vary by geography. Other fees and add-on services may apply. Prices are exclusive of any fees may incur to procure internet connectivity.

\*\* Salesforce.com Enterprise Edition and other pricing as of October 1., 2014 based on publicly stated prices in US dollars.

Radian 6 not included in Sales Cloud Enterprise Edition with additional charges for subscription.

✓ Included | ✗ Not Available





## Q&A:

Submit your questions through the chat box.



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