



SUCCESS

*Showcasing Business Success:
Microsoft Dynamics™ CRM 3.0
Customer Stories*



The Real Thing: Customer Success Stories

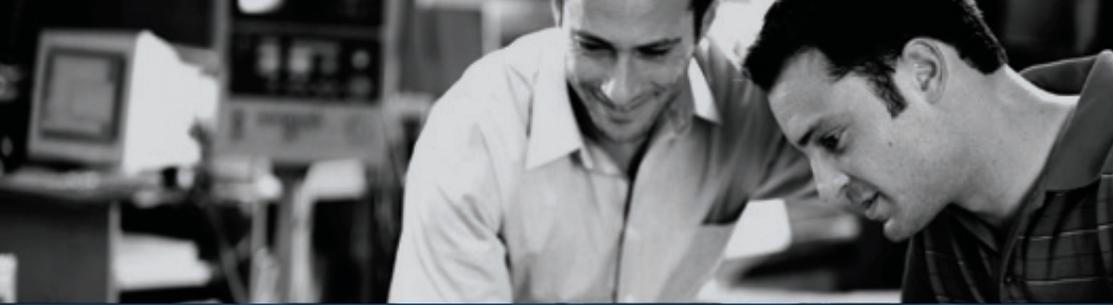
Competitive advantage is harder to achieve—and even more difficult to maintain—than ever before. Your business success depends on whether your employees can respond with speed, knowledge, and confidence to the ever-shifting needs of your customers and the ever-changing strategies of your competitors.

Microsoft Dynamics™ CRM 3.0 gives you the power you need to achieve that competitive edge. Businesses of all sizes, reaching across a wide range of industries, can gain a deeper understanding of customers and markets and then pursue the opportunities that emerge at every stage of the customer life cycle. Fast, flexible, and affordable, Microsoft CRM can drive improvements for every business process that touches your customers.

Along with a complete suite of powerful marketing, sales, and service capabilities, Microsoft CRM offers a familiar, easy-to-use interface based on the Microsoft® Office and Microsoft Office Outlook®. Extensive new configuration, customization, and integration capabilities make it easy for customers and partners to deploy highly tailored solutions that drive measurable business results and offer a low total cost of ownership.

Read on, and see how Microsoft Dynamics CRM 3.0 has helped businesses across the world build profitable customer relationships.





"Microsoft CRM 3.0 has everything on my wish list."

The Sounds of Success: **Euphonix** turns to Microsoft Dynamics CRM 3.0 for easier information sharing and lead tracking

COMPANY:

[Euphonix, Inc.](http://www.euphonix.com)
www.euphonix.com

VERTICAL INDUSTRY:

High Technology and Electronics

SEGMENT:

Midmarket

COUNTRY/REGION:

United States

SOFTWARE & SERVICES:

Microsoft Dynamics™ CRM 3.0
Microsoft® Windows Server™ 2003
Microsoft Exchange Server 2003
Microsoft SQL Server™ 2000
Microsoft Office 2003
Microsoft Windows® XP Professional

MICROSOFT PARTNER:

[Workopia, Inc.](http://www.workopia.com)
www.workopia.com

SITUATION

"Very primitive." That's how Russell Waite, Executive Vice President of Worldwide Sales at Euphonix, Inc., describes the company's previous FileMaker contact management system. The system didn't provide easy access to customer data, which resulted in difficulty tracking and following up on sales leads and limited the company's marketing efforts. That wasn't good news for the Palo Alto, California-based manufacturer of digital audio mixing consoles for live broadcast, TV, and film audio post-production and music production applications. Because its sales cycle often takes 12 to 18 months, Euphonix sought a CRM solution that could help the company track the activities and opportunities inherent in long sales cycles. The solution also had to integrate closely with the company's existing desktop, particularly Microsoft Office Outlook®.

SOLUTION

"After extensive research, we determined that Microsoft CRM was best suited for our needs," says Waite. Familiar with the dreaded complexity of CRM software deployments, Andy Izsak, the company's Director of Information Technology says, "Out of the six CRM packages Euphonix has installed, Microsoft CRM is the only one that installed essentially flawlessly and integrates completely with all of our systems."

BENEFITS

By deploying Microsoft Dynamics CRM 3.0 to its sales and marketing professionals, Euphonix can easily process, track, and follow up on leads from exhibitions or outside callers. In addition, the company benefits from a centralized location for all its critical data. "With Microsoft CRM, every single one of our employees, whether they are located in Tokyo, Hamburg, or London, has access to information 24 hours a day," says Izsak. The solution has also been heartily adopted by company employees. "Once the staff had seen the power of Microsoft CRM, they were believers," says Jonathan McDonald, the company's Inside Sales Manager. "I know that sounds a bit over the top, but it's quite true."

In summary, "Microsoft CRM 3.0 has everything on my wish list," says Vice President of Worldwide Sales Russell Waite.

