



SUCCESS

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

 Microsoft Dynamics™ CRM

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 automates a lead-nurturing process...that allows us to reach out and touch our clients in a methodical and well-thought-out manner.”

Microsoft Dynamics CRM 3.0 helps **RightNow** keep pace with exponential growth

COMPANY:

RightNow Business Development Systems
www.nowstuff.com

VERTICAL INDUSTRY:

Professional Services/
Sales Management Consulting

SEGMENT:

Small Business

COUNTRY/REGION:

United States

SOFTWARE & SERVICES:

Microsoft Dynamics™ CRM 3.0
Microsoft® Windows® Small Business
Server 2003
Microsoft Office 2003
Microsoft Windows XP Professional

MICROSOFT PARTNER:

Workopia, Inc.
www.workopia.com

SITUATION

Today's growing companies are increasingly looking for flexible CRM solutions that can accommodate rapid growth. And by any measure, RightNow Business Development Systems is a growing company. The company's revenues doubled in 2004 and are expected to nearly double again in 2005. Based in Walnut Creek, California, RightNow is a leading provider of training and advisory services to vendors that support the real estate industry. With just a dozen employees, the company didn't think they could afford an organization-wide on premise CRM solution. They desired a more customizable, scalable, affordable CRM system than their Salesforce.com solution offered.

SOLUTION

Based upon this criteria, RightNow chose to deploy Microsoft CRM on Microsoft Windows Small Business Server 2003. "We used to use Salesforce.com, but faced a lot of challenges when it came to product customization," explains Michael Davis, Director of Sales and Marketing. "We migrated to Microsoft CRM so that we could have the ability to easily do deep customizations that would support our business processes." Commenting on RightNow's upgrade experience from Microsoft CRM 1.2 to 3.0, Davis says, "Our partner did the implementation after work hours for us, and it was pretty seamless. I left on a Wednesday night and when I got in Thursday morning Microsoft CRM 3.0 was up and running."

BENEFITS

In addition to its deep customizability, RightNow employees say that Microsoft CRM feels comfortable and easy to use. "We were able to use Microsoft CRM effectively from the beginning because the employees already knew Microsoft Outlook," says Davis. "We doubled our revenues last year and will likely double them again this year. Microsoft CRM is nimble and scalable, which gives me confidence that it can meet our evolving business needs for years to come."

"Microsoft CRM 3.0 automates a lead-nurturing process," states Davis, "that allows us to reach out and touch our clients in a methodical and well-thought-out manner."

