Microsoft CRM for Small Business
Fact Sheet

Microsoft® Business Solutions CRM

Drive sales and boost revenue with Microsoft CRM Pricing for Small Business

You may associate customer relationship management technology with sophisticated corporations such as airlines, but now small businesses can take advantage of the advanced selling benefits of Microsoft® CRM. Microsoft CRM gives your company a real edge in building more profitable customer relationships. It centralizes vital customer information in a single, easy-to-access location, facilitating rapid-response customer service and enabling employees to spend less time searching and more time selling.

Save up to 50% off Microsoft CRM

Beginning February 1, 2005, Microsoft is introducing Microsoft CRM 1.2 Pricing for Small Business. This new pricing for Microsoft CRM Sales Standard and Professional is designed to meet the needs of small business. You must have Microsoft Windows® Small Business Server 2003 Premium Edition to be eligible for this new discounted pricing.

Read on to learn more about this special pricing.

How YOU will benefit

Access customer information easily from a single place, anytime, anywhere

Searching for customer-critical information among disparate sources is not just time consuming, it's morale consuming. Microsoft CRM puts all your customer data in one place, and can be customized to give employees access to only the information they need to complete their crucial role in the sales chain—around the clock, in the office or not.

Sell more to new and existing customers

Microsoft CRM enables employees across your company to easily track leads, sales prospects, and customer data. And you gain valuable customer insight with dozens of preformatted business reports, such as account history and sales pipeline. So you always have the crucial information you need to take advantage of new selling opportunities and build greater customer loyalty.

Provide reliable customer service

When employees can't deliver fast, consistent customer service, the result is a tarnished company image and, even worse, lost sales. With Microsoft CRM, your entire staff can quickly access and share customer service knowledge in a central location, so customers get the same dependable service every time they contact your company.

Make the right decisions faster

Today it's not just what you know, but when you know it. Microsoft CRM gives you instant insight into your customer relationships with comprehensive business reports that show the sales pipeline, account history, customer service summary, and much more for every one of your clients. And it lets you easily automate routine processes such as lead routing, assigning follow-up phone calls, and more.

Work within the familiar Outlook interface

All this powerful functionality can be used within the familiar interface of Microsoft Office Outlook® 2003, one of the world's most popular business applications.

Easily customize CRM for your business

No matter what kind of industry you compete in, Microsoft CRM easily adapts to the unique way you do business.
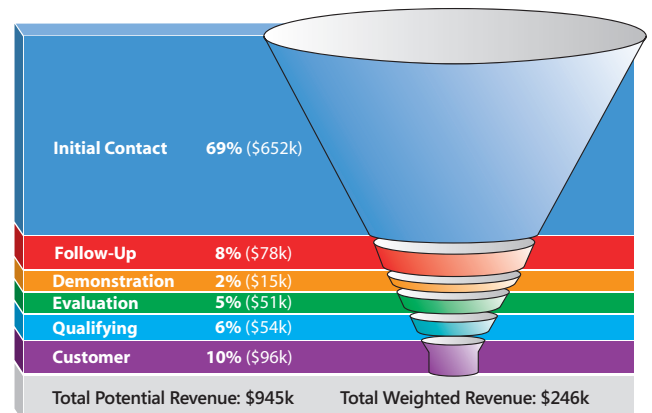
Access our local partner network

Microsoft offers access to a leading community of partners who can provide implementation, training, and support for this popular CRM solution.

The value of Microsoft CRM

√ **Spend less time searching**

√ **Spend more time on sales and service**

√ **Generate and qualify more leads**

√ **Close sales faster**

√ **Increase customer satisfaction and retention**

√ **Increase revenue per customer**

Sample pipeline chart report by sales stage

Stage		
Initial Contact	69%	($652k)
Follow-Up	8%	($78k)
Demonstration	2%	($15k)
Evaluation	5%	($51k)
Qualifying	6%	($54k)
Customer	10%	($96k)

Total Potential Revenue: $945k   Total Weighted Revenue: $246k

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Microsoft CRM Pricing for Small Business

	Microsoft CRM 1.2 Pricing for Small Business*	Microsoft CRM 1.2
Sales Standard User**	$199/user	$449/user
Sales Professional User	$499/user	$849/user
Sales Server Module	$499/server	$1,049/server
Key System Requirements	Windows Small Business Server 2003 Premium Edition	Windows Server™ 2003, Exchange Server 2003, and SQL Server™ 2000, or Windows Small Business Server 2003 Premium Edition
User Limit	Up to the first 15 users; subsequent users must be licensed at full price	Unlimited

Please Note: Microsoft CRM modules and user licenses are sold separately. Pricing should be expected to be higher in Volume Licensing than FPP, since Software Assurance is included with all Microsoft CRM licenses acquired through Volume Licensing.

Customer required to license Windows Small Business Server 2003 Premium Edition to qualify for pricing.

*Full Packaged Product Estimated Retail Prices shown and will vary by licensing program. Partners should contact the company they have a Volume Licensing Purchasing Relationship with for exact pricing.

**Sales Professional and Standard user licenses cannot be mixed in the same deployment.

Feature Comparison Chart

| Feature/Module	Sales Standard	Sales Professional
Account and Contact Management	•	•
Calendar	•	•
Notes and Attachments	•	•
Direct E-Mail	•	•
Activity and Task Management	•	•
Search (Advanced Find)	•	•
Reports	•	•
Opportunity Management	•	•
Lead Management	•	•
Correspondence/Mail Merge	•	•
Territory Management	•	•
Microsoft CRM Sales for Outlook	•	•
Quotas		•
Quotes, Orders, and Invoices		•
Workflows		•
Product Catalog		•
Competitor Tracking		•
Sales Literature		•
Sales Process Methodology		•
Lead Routing		•
Data Migration	•	•
Integration with Microsoft Business Solutions—Great Plains®		•
Systems Integration Components		•

Customer quotes

"I was hoping to achieve a positive ROI in 6 to 12 months. But it wasn't even close. Microsoft CRM paid for itself in less than a month when you consider increased productivity, increased profitability per transaction, and reduced turn times. We've literally spent more money on coffee machines and office supplies than we've spent on Microsoft CRM!"

Sam Lloyd, President
AAA Mortgage

"Microsoft CRM helps us to manage customer information seamlessly. It provides the ability to retrieve and use the information to make hard decisions, real time. One of our competitive advantages is that we know who the right contacts are at different companies. This helps our partners and customers access the right information to better reach business decision makers."

Randy Broad, Founder and CEO
Opal Enterprises

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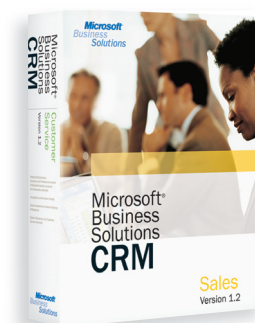
Frequently Asked Questions: Microsoft CRM 1.2 for Small Business

Is Microsoft CRM a popular business application?

Thousands of companies around the world are already reaping the bottom-line benefits of Microsoft CRM. See for yourself the press it has generated within the industry and learn about customer success stories at: **www.microsoft.com/crm**

How fast can a small business realize a return on investment with Microsoft CRM?

Right out of the box, Microsoft CRM delivers real financial benefits that can more than offset your investment. It allows you to acquire, serve, and maintain customers more cost-effectively. And it frees everyone in your organization to act on an ever-increasing volume of business information. What's more, Microsoft CRM automates day-to-day business tasks, increasing efficiency and reducing costs.

Is Microsoft CRM easy to set up?

Microsoft CRM is not only surprisingly affordable, it's also easy to install, set up, customize, use, and integrate with other business systems. Microsoft offers access to a leading community of partners who can provide implementation, training, and support for this popular CRM solution. So you spend more time taking advantage of the technology rather than keeping it running.

What kind of hardware should I use for deploying Microsoft CRM on Windows Small Business Server 2003 Premium?

For detailed technical information for Windows Small Business Server 2003, please visit: **www.microsoft.com/windowsserver2003/sbs/techinfo/default.mspx**

How long will the Microsoft CRM 1.2 Pricing for Small Business be available?

The Microsoft CRM 1.2 Pricing for Small Business will be available for as long as Microsoft CRM 1.2 is offered on the market.

To qualify for this offer do I have to buy Microsoft CRM and Windows Small Business Server 2003 Premium at the same time?

No. To qualify for this pricing, customers are required to have licensed Windows Small Business Server 2003 Premium and may do so prior to licensing Microsoft CRM. Customers can acquire Windows Small Business Server 2003 Premium from OEMs, through Volume Licensing, or by upgrading from Windows Small Business Server 2003 Standard Edition or Small Business Server 2000. Microsoft CRM requires Microsoft SQL Server database technology, which is available in Windows Small Business Server 2003 Premium Edition.

I purchased Microsoft CRM 1.2 at the regular price but would like to add 15 users at the new price. Am I eligible to do so?

Yes. Starting February 2005, all Windows Small Business Server 2003 customers can add up to 15 new users through the Microsoft CRM 1.2 Pricing for Small Business.

If I purchase Microsoft CRM Sales Standard, can I upgrade to Professional in the future?

Yes. All users of a module (such as Sales) must be upgraded at the same time. Existing CRM Sales Standard customers may upgrade their users to Sales Professional and acquire up to 15 new users through the Microsoft CRM 1.2 Pricing for Small Business.

For more information

Microsoft CRM	**www.microsoft.com/crm**
Microsoft Small Business Center	**www.microsoft.com/smallbusiness/products/mbs/crm/detail.mspx**
Microsoft Licensing	**www.microsoft.com/licensing**

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