

Customer Relationship Management Services from Aspect

Whether you're in sales, marketing, customer service or in the call center you know the importance of having a 360 degree view of all customer interactions from first point of contact through post sales activities. Microsoft® Dynamics™ CRM is a fully integrated customer relationship management (CRM) system that enables organizations to maintain a clear view of customer relationships along with the right tools to improve your organization's sales, marketing and customer support business processes. In short, Microsoft Dynamics CRM brings together people, processes and technologies to improve business productivity and effectiveness.

Aspect's CRM National Practice brings deep experience, technical know-how and business process expertise to help you successfully integrate Microsoft Dynamics CRM into your organization. Aspect services enable clients to build practical, yet effective, CRM strategies to meet business requirements while educating your team to support and use the system.

Aspect believes that CRM is a business strategy supported by CRM software and not vice-versa. We take great care to ensure we help you align Microsoft Dynamics CRM to your specific business processes since this is the best way to help ensure user adoption and project success.

Aspect has experience helping clients deploy Microsoft Dynamics CRM solutions for a wide range of industries with specific business expertise in healthcare, manufacturing, professional services, higher education and financial services.

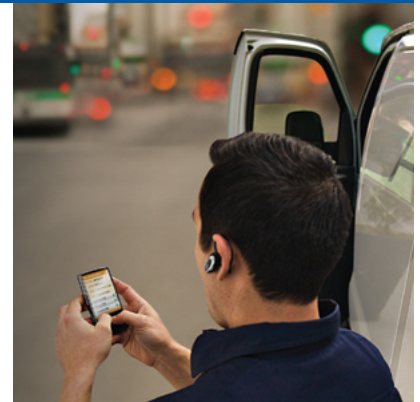
Why Aspect:

- Proven deployment methodologies to enable clients to be successful in developing a successful CRM strategy
- Extensive experience integrating Microsoft Dynamics CRM with other line of business applications, including financial and operational databases, as well as business productivity applications like Microsoft® SharePoint®
- Strong client case study portfolio; Flexible engagement model, where we can manage the entire project or we can place our experienced consultants on your team while you manage the project
- Ability to choose from on-premise server, Aspect-hosted or Microsoft-hosted deployment environments
- A key Microsoft CRM partner since the early beta 1.0 version; Multi-year member of the Microsoft Dynamics President Club

Primary Aspect CRM Service Offerings

Microsoft Dynamics CRM Planning and Assessment

Uses a proven methodology to help clients develop a detailed plan when deploying a new Microsoft Dynamics CRM solution or upgrading from a previous version of Dynamics CRM. Clients, as part of the service, receive complete technical and business requirements on report development, data migration, integrating to key business applications and training for system administrators and end users. Also included is a high level project plan and a detailed cost/benefit analysis.



Benefits

Aspect's Customer Relationship Management Services allow clients to:

- Bring people, processes and technologies together to improve business productivity and effectiveness
- Deploy successful CRM strategies
- Access and track all customer interactions
- Integrate CRM with key business applications, including SharePoint
- Automate sales, marketing and customer support processes
- Maximize system user adoption

Aspect CRM JumpStart

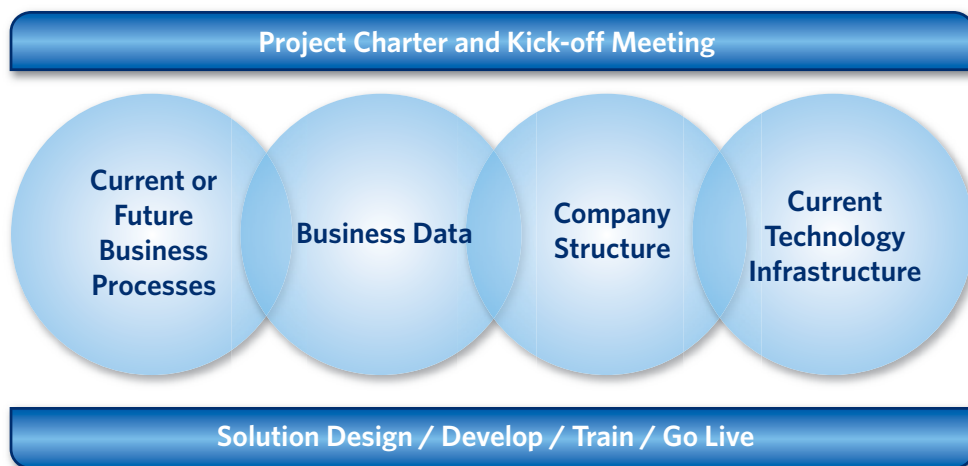
The Aspect CRM JumpStart helps clients deploy a Microsoft® Dynamics™ CRM 4.0 solution for a team or pilot user group without a significant time and money investment. Aspect CRM JumpStart services include:

- Developing business requirements by interviewing key stakeholders including executives and team members
- Migrating one data file into Microsoft Dynamics CRM
- Application configuration of up to 50 system fields within standard Microsoft Dynamics CRM forms
- Receive up to three custom reports using Microsoft SQL Reporting Systems using out-of-box CRM forms
- Streamline up to three custom business workflows using out-of-box workflow tools and standard CRM forms
- One day of system administration training for two employees and (two) four hour end user training classes for up to 20 users
- Basic training manuals
- Basic security configuration

Microsoft Dynamics CRM Software Upgrades

Use Aspect's considerable experience to help you develop a strategy, business requirements, configuration, testing and deploying Microsoft Dynamics CRM upgrades.

Aspect's CRM Engagement Model



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About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

