**Assignment-1**

**Customer Relationship Management (CRM):**

CRM is a tool for managing your business’s customer interaction to improve business-to-business or business-to-customer relationship. It can be defined as an organized process of developing, managing and maintaing profitable and long relationship with past, present and potential customers. CRM systems compile [data](https://en.wikipedia.org/wiki/Data) from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media.

CRM use data analysis over the large amount of data gathered from different resources and provide useful insights and patterns which helps businesses to learn more about their target audiences and how to best cater for their needs, thus [retaining customers](https://en.wikipedia.org/wiki/Customer_retention) and driving [sales](https://en.wikipedia.org/wiki/Sales) growth.

**Objective of CRM:**

* Workflow Automation
* Reduce cost and time
* Improve customer satisfaction
* Enhance Business sale
* Expand potential customer base
* Improve workforce Productivity

**Types of CRM:**

1. Operational CRM: Main purpose of this type of CRM is to generate leads, convert them into contacts, capture all required details and provide service throughout customer lifecycle. It includes Sales automation, Marketing automation and Service automation.
2. Analytical CRM: Data analysis is the main function of this type of CRM application. It analyzes customer data, coming from various touch points, to get better insights about current status of an organization. It helps top management to take better decision, marketing executives to understand the campaign effectiveness, sales executives to increase sales and support personnel to improve quality of support and build strong customer relationship.
3. Strategic CRM: It is based upon customer centric business culture, in design and implementation of their CRM strategy.
4. Collaborative CRM: It enables an organization to share customer’s information among various business units like sales team, marketing team, technical and support team. So that every department of the organization can improve in their respective job.

**Cloud Computing Service Models**

1. IaaS: IaaS delivers cloud computing infrastructure, including servers, network, operating systems, and storage, through virtualization technology. As opposed to SaaS or PaaS, IaaS clients are responsible for managing aspects such as applications, runtime, OSes, middleware, and data. Examples of IaaS- AWS, Digital Ocean, Microsoft Azure, Rackspace.

Advantages- The most flexible cloud computing model and highly scalable.

Easy to automate deployment of storage, networking, servers, and processing power.

Disadvantages: Security, Internal resource and training, legacy system operating in cloud.

1. PaaS: A service provider offers access to a cloud-based environment in which users can build and deliver applications. The provider supplies underlying infrastructure. Examples- AWS Elastic beanstalk, OpenShift, Heroku, Windows Azure.

Advantages- Developers can customize apps without the headache of maintaining the software.

Significant reduction in the amount of coding needed.

Simple, cost-effective development and deployment of apps.

Disadvantages- Data Security, Vendor lock-in, Runtime issues etc.

1. SaaS: A service provider delivers software and applications through the internet. A majority of SaaS applications run directly through your web browser, which means consumers do not require any downloads or installations on the client side. Examples- Google workspace, Salesforce, Dropbox,

Advantages- Reduces cost and time, Easy to use, On-demand services, tedious tasks such as installing, managing, and upgrading software are taken care by the vendor.

Disadvantages- Interoperability, Lack of integration support and customization, Lack of control, performance and downtime.

**CRM Vs ERP**

|  |  |
| --- | --- |
| **CRM** | **ERP** |
| It is used for customer service, sales force and marketing automation. | It is mainly used for financial management and accounting. |
| Customer centric | Enterprise centric |
| It is subset of ERP. | It is superset of CRM. |
| It focusses on improving sales and customer service. | It focusses on reducing cost to make more profit for businesses. |
| Supply chain management and order management. | Streamline sales process. |

**Microsoft Dynamic 365**

**Microsoft Dynamics 365** is a [product line](https://en.wikipedia.org/wiki/Product_lining) of [**enterprise resource planning**](https://en.wikipedia.org/wiki/Enterprise_resource_planning) **(ERP) and** [**customer relationship management**](https://en.wikipedia.org/wiki/Customer_relationship_management) **(CRM)** intelligent business applications announced by [Microsoft](https://en.wikipedia.org/wiki/Microsoft) in July 2016 and released on November 1, 2016. It is interconnected, modular Software-as-a-Service (SaaS) applications and services designed to both transform and enable your core customers, employees, and business activities.

Dynamics 365 allows your users to build apps on their own by using the point-and-click app creation experience in Microsoft Power Apps. It is similar to building a PowerPoint, and the visual engine and workflow power are all automated. Power BI gives you a powerful data visualization and analytics tool, and you can use the AI builder to apply machine learning and improve your business insights and processes.

Dynamics 365 is GDPR compliant and supports major global, governmental, regional, and industry regulations. The services within Dynamics 365 comply with applicable data protection and privacy laws and address your strictest security and privacy needs.

There is various application comes under this Dynamic 365, which includes:

* Sales Customer Service
* Field Service
* Human Resources
* Finance and Operations
* Retail Project Service Automation
* Marketing
* Artificial Intelligence
* Mixed Reality
* Business Central

Some advantages of Dynamic 365 includes:

* The variety of deployment options
* The scalability
* The extensibility
* The ease of integration with other systems
* The ease of use
* The better feature set, financially backed uptime guarantee, Extended compliance, Scalability Time to market, Integration with other online services

Microsoft CRM online services hosted at various location all around the world and it comply with all the government and data privacy rules, so you can keep your data at your local cloud centre if any Microsoft cloud data centre is available in your region.