





CRM

Customer Relationship Management

Microsoft Dynamics®
CRM combines your
everyday Microsoft®
Office applications
with powerful
customer relationship
management (CRM)
software to rapidly
improve marketing,
boost sales, and
bolster customer
service interactions.





Provide marketing professionals with intuitive data management and segmentation tools, powerful campaign management features, and insightful marketing analytics to help increase the effectiveness of marketing programs, generate demand, and better track key performance indicators.



SERVICEDeliver Superior Service

Deliver customer information, case management, service history, and support knowledge to the desktops of customer service professionals, giving them the tools they need to deliver consistent, efficient service that helps enhance customer loyalty and profitability.



SALESSpend More Time Selling

Give sales professionals fast access to their customer data and history so they can spend less time on administrative tasks and spend more time selling. Use wizard-driven communications tools to keep sales prospects and customers informed of new product and service offerings.

NEW GENERATION OUTLOOK EXPERIENCE



"Microsoft Dynamics CRM is built inside Microsoft's Office Outlook, which is the most popular email platform. Customers who already use Outlook have an easy way to access information about their clients, pipelines, opportunities and leads from the same environment. They don't have to leave their familiar interface; they can do everything on Outlook and that's a very important and significant differentiator," says

Kirill Tatarinov
Corporate Vice-President of
Microsoft Business Solutions (MBS)

FITS YOUR PEOPLE

Rich CRM capabilities with a familiar Microsoft Office Outlook experience

FITS YOUR BUSINESS

Flexible design and process automation with real-time business insight

FITS YOUR BUDGET

Fast to deploy, easy to customize and affordable for your business

Learn more about Godrej Infotech Limited's Microsoft Dynamics CRM Solutions

To learn more about Microsoft Dynamics CRM marketing, sales, and customer service capabilities visit www.godrejinfotech.com or Call +91 22 67964005

Microsoft Dynamics CRM provides a host of additional features and capabilities that enable your organization to:

Access your customer data

Microsoft Dynamics CRM helps ensure that your data is available when and where it's needed (online or offline) and in the necessary format through the user interface, Web services interface, or as an exported file.

Streamline business processes

With Microsoft Dynamics CRM, business users can quickly design workflows to standardize and streamline their business activities, automate repetitive tasks and enable the consistent execution of marketing, sales, and service processes to ensure your best business practices work as they should.

Customize to meet business needs

Customize and extend your Microsoft Dynamics CRM solution through easy-to-use wizards and point-and-click tools. Connect your CRM data with existing business system data in real time by using native Web services.

Drive user adoption and productivity

Microsoft Dynamics CRM works in a way that is familiar to your users. Users can work in an environment they already use and understand, either through their browser or from within Microsoft Office Outlook.

Make better-informed decisions

Microsoft Dynamics CRM provides rapid, relevant access to information so you can make faster, better-informed decisions. Turn customer data into actionable insight with wizard-based tools that enable end users to create sophisticated reports on their own, helping you to more quickly identify trends, problems, and opportunities.

Accessing Microsoft Dynamics CRM

- Internet Explorer (Online Mode)
- Microsoft Outlook (Online Mode)
- Microsoft Outlook (Offline Mode)

Real-Time Dashboards



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Godrej Infotech Ltd., part of the \$ 4.1 Bn. Godrej group is one of the leading IT service provider specializing in end-to-end IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital Transformation, Analytical Services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the Manufacturing, Retail, Trading, Distribution, Logistics, Hospitality, Project, and Service Industries. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.







OUR LOCATIONS



India

Head office

Godrej Infotech Ltd.

Plant 10, Pirojshanagar, Vikhroli (W) Mumbai - 400 079, India Tel: +91-22-67964086/4087

Delhi

Godrej Infotech Ltd.

C/O Awfis, 2nd floor, Plot no. A-24/9 Mohan Co-operative Industrial Area, New Delhi - 110 065, India Tel: +91-73045 99902

Bangalore

Godrej Infotech Ltd.

Worlafella Business Centre, Unit No. 214, 2nd Floor 150,1,Infantry Rd., Bangalore - 560 001, India Tel: +91-80-66472000/2027

Kolkata

Godrej Infotech Ltd.

Block GN, Plot no.30, Sector-V, Salt Lake City, Kolkata-700091. Tel.: +91-33-66013519

Pune

Godrej Infotech Ltd.

C/O AWFIS, 1st Floor, Nucleas Mall, Opp. Police Commissioner Office, 1 Church Road, Camp, Pune – 411001.

Chennai

C/o Godrej & Boyce Mfg. Co. Ltd. #1, SIDCO Industrial Estate, Ambattur, Chennai - 600 098, India Tel: +91-44-66544444/4360

International

UAE

Godrej Infotech Ltd.

Executive Suite Z-61, PO Box 121806, Sharjah, UAE Tel: +971-65-579839 +971-50-635-4154

KSA

Tel: +966-54-641-6385

Belgium

LVD Godrej Infotech nv

Hondschotestraat 112, B-8560 WEVELGEM (GULLEGEM), Belgium Tel: +32-56-43-25-01/ +32-56-43-05-11 Email: infotech@lvdgi.be

USA

Godrej Infotech Americas Inc.

160, Mine Lake Ct, Ste 200, Raleigh, North Carolina Tel: +1-315-215-0676

Singapore

Godrej Infotech (Singapore) Pte. Ltd

Octagon Building, Suite 79, Level 8, 105 Cecil Street, Singapore. Tel: +65-3157-6062, +65-8402-4484

Godrej Infotech (Singapore) Pte. Ltd

11 Lok yang way, Singapore-628632

Tel. : +65-6264-5952, +65-8402-4484

For more information, please visit www.godrejinfotech.com or write to us at infotech@godrej.com









