

do IT differently!

HD SaaS™ | Microsoft Dynamics® CRM

HD SaaS | Microsoft Dynamics CRM is a powerful customer relationship management (CRM) system that helps increase sales volumes, deliver superior customer service and maximize marketing investments, with the flexibility to meet the unique needs of any business. The HD SaaS solution delivery platform offers prompt implementation of affordable, secure services accessed over the Internet and clear, predictable costs.

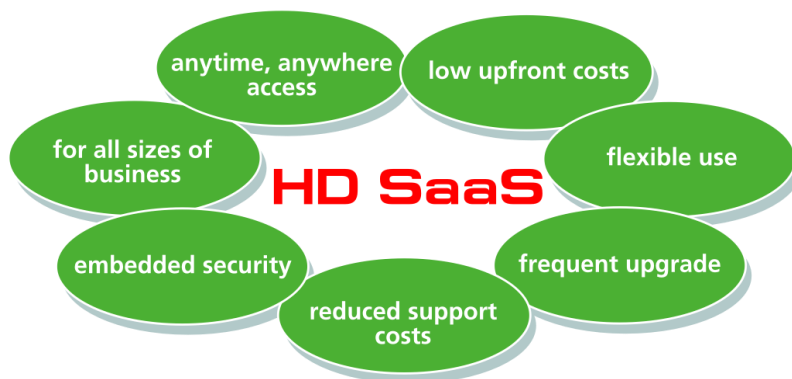
Customer relationship management is not just software, it is a new approach to business. The experience and principles accumulated in CRM frameworks offer the opportunity to develop effective business strategies, optimize marketing processes, improve advertising, retain and win clients, increase corporate culture. It is a solution formed of numerous processes. Applied correctly, the framework can increase company value through deeper understanding and better satisfaction of client needs.

Microsoft Dynamics® CRM organizes and integrates sales, customer service and marketing processes with the help of WorkFlow mechanisms. The system indicates what has to be done and in what order, it offers options, reminds and follows the progress of work, thus reducing human errors and data inaccuracies. CRM processes assist companies in uniting employees in solid, manageable teams both within the organization and when working with partners and clients. The application presents information clearly and conveniently, giving each user considerable customization opportunities.

The HD SaaS platform provides simple delivery, clear, predictable cost structure and use through an Internet browser or Microsoft Office Outlook. Built with the latest Microsoft technologies, HD SaaS | Microsoft Dynamics CRM is integration-friendly with many internal and external systems, as well as easily combined with other solutions offered by the HD SaaS platform.

HD SaaS | Microsoft Dynamics CRM key business benefits

- / Aligns sales and marketing processes
- / Supports highest quality customer service
- / Boosts marketing efficiency
- / Fast implementation
- / Easy to learn, user-friendly
- / Integrated with Microsoft Office™
- / Routine task automatization
- / Clear view of customer data
- / Customizable reports, statements and user interface
- / Microsoft Office™ Outlook interface
- / Accessible anywhere with an Internet connection
- / Predictable costs
- / High user adoption rates



HD SaaS

HD SaaS is HORTUS Digital's new generation SaaS solution delivery platform based on Microsoft technologies. SaaS, or Software as a Service, is a modern solution provision model, featuring over-the-Internet delivery of software, very short set-up times, and per user pricing. In the HD SaaS model clients can subscribe to software applications and outsource back-end infrastructure.

HORTUS Digital takes on the risks and costs of running full-scale IT departments and data centers to offer its clients affordable, secure, quality services accessible from anywhere with an Internet connection.

- / **HD SaaS is fast and easy to deploy!**
- / **Low start-up investments—HD SaaS is a pay-as-you-go model.**
- / **Unparallel flexibility—start with one user and a set of modules, change components, upscale or downscale at any time!**

HD SaaS can be widely adopted for a variety of business and IT functions

Consider SaaS if:

- / your company can benefit more by investing in core business expansion than in hardware, software and in-house IT maintenance;
- / your company has a geographically distributed structure or mobile sales force;
- / your company is rapidly changing either in size or in operations;
- / your company wishes to keep its existing in-house IT system and subscribe to specific solution in the HD SaaS model;
- / your company wants to switch to outsourced IT model;
- / you are a start-up company.

HD SaaS | Microsoft Dynamics CRM equips clients with a full suite of marketing, customer service and sales capabilities. The intuitive system with the familiar Microsoft Office Outlook interface is designed to achieve results faster.

Sales

Improve sales results, implement and maintain quality work practices with Microsoft Dynamics™ CRM Sales module

With Microsoft Dynamics CRM, all e-mail, appointments, tasks and contacts can be managed in a single business application, with reports and overviews available instantaneously. The system's single view of the customer, advertising materials, product catalogs and forecasts helps shorten the sales cycle and thus improve closing rates, bringing in more customers.

The application gives sales professionals fast access to useful data online or offline, allowing them to reach out to potential clients anytime, anywhere.

Moreover, procedures and guidelines are unified across organizations, encompassing selling, marketing and customer support. The clear, automated processes enable better work organization.

Before Sales

- Organized and automated lead management
- Competitor tracking
- Sales literature management

Sales

- Maintenance of product catalogs and contracts
- Offer and price quote management
- Automatization of routine sales tasks

After Sales

- Clear, centralized client information
- Quality after-sales client service
- Client preference and satisfaction analytics

Customer Service

Attract new and convince existing clients by improving customer service with Microsoft Dynamics CRM Customer Service module

Built-in WorkFlow mechanisms ensure automated reception and delegation of customer service requests. Tasks and cases are assigned to appropriate employees, and none are lost or forgotten due to automatic sending, receiving, approval and reminder procedures.

A key part in high-quality customer support is the speed and efficiency of problem resolution. Articles concerning service guidelines, best practices, often-asked questions and typical situations, as well as the suggested solutions and problem analyses can be stored in the system's shared, searchable knowledge base, organized by product and service categories. The knowledge base serves as a means of experience exchange and is an excellent education center for new employees.

- Detailed customer information
- Automated service request accumulation and delegation
- Unified, scalable application for client request management, contract handling and knowledge sharing
- Human resource management and planning
- Service appointment scheduling and resource allocation
- Real-time operational insight with easy reporting tools
- Broad reporting and forecasting functionality with SQL Server Reporting Services

Marketing

Carry out impactful marketing campaigns and communicate with clients consistently with Microsoft Dynamics™ CRM Marketing module

The system offers a comprehensive set of marketing tools for effective customer targeting. It simplifies the management of marketing events by supporting the different campaign processes: building customer and lead lists, developing and implementing specific targeted events, and tracking details related to each event. The deep reporting and analysis capabilities illustrate marketing ROI for any event any time, and informed marketing professionals can better predict future trends and expenses.

Integration with Microsoft Office™ tools and data organization tools aid marketers in creation and management of marketing materials, offers, price lists, offers, competitors, and many more.

- Customizable system interface for each user
- Illustration of the return on marketing investment with insightful and focused reports on key marketing performance indicators
- Real-time visibility of response rates, interest levels and costs
- Marketing campaign planning and execution templates
- Microsoft Office™ integration
- Support for large databases and data imports

HORTUS Digital

HORTUS Digital is the leading provider of multiservice SaaS solutions based on Microsoft technologies. HORTUS Digital provides hosted Microsoft applications and services since 2003. In 2007, HORTUS Digital started delivering complex SaaS-based IT infrastructure and Microsoft Dynamics solutions – both as separate services and integrated solutions. HORTUS Digital was founded in 2000 in Latvia. The company holds the status of Microsoft® Gold Certified Partner and HP Preferred Partner.



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