

Microsoft dynamics erp

Technology, Information Technology



The paper " Microsoft Dynamics ERP" is a worthy example of a term paper on management. In this paper, the focus will be on the Microsoft Dynamic ERP product CRM. Different aspects regarding the CRM are searched out to answer the related questions. Customers' review and CRM based ERP adopting organization

Customer relationship management (CRM) is dynamically focused on customers' related business strategy. Marketing, sales, and customer care services are integrated together for value creation and addition in the reference of customers and company. Companies strongly demand changed business strategy focused on the customers. In spite of companies have interests in management models but various CRM implementations fail (Chalmeta, 2006). One specific cause of failure is that existing methodologies are not adequate for the CRM project and cannot integrate and complement the technological and strategic aspects of the CRM. CRM basically revolves around marketing and also an analysis of customers' behavior. The basic function of CRM as an ERP system is to manage the customers' relationships. Business processes and technologies integrate together for the satisfaction of customers. Both, business processes and technology are changed through the interconnected processes of interaction management and knowledge management. Knowledge management is the core for maintaining the customer relationship by using marketing intelligence and also feeds into the interaction management and leverages the intelligence (King et al., 2008).

Organization Adopting CRM based ERP

Organizations look for the new environment where they can integrate the

different solution software from different vendors. Microsoft CRM has become more ahead of the SAP CRM and Oracle Siebel CRM because of its flexibility as compared to other applications. CRM application has been capable of simplifying the workflow aimed for connecting the people within an organization (Phneah, 2013). In Turkey, Toyota has deployed the Microsoft Dynamics CRM for services to their customers. CRM based application Services include the sales and spare parts. Sales processes have been automated and sales staff concentrates much of time on building the relations with customers instead of spending the time on administrative duties. Microsoft Dynamics CRM has been specifically targeting the customers in Turkey according to their demands and automobile market.

Most beneficial for the organization

Most of the organizations are highly impacted as their focus is changed from products to customers. Customers' requirements are streamlined and highlighted the required competencies. Besides of this focus, CRM purpose lies in increasing the profit. It is only achievable when better services are provided to customers as compared to competitors. A good CRM based ERP application reduces cost, complaints, and wastage. Staff stress also reduces because relationships and services improve (Chalmeta, 2006).

Technical and Operational advantages

A CRM based ERP application is the management philosophy that is intended for reconfiguring the firm's activities around the customers. Marketing based CRM is different from traditional marketing activities. Traditional marketing involves the short term transaction while CRM based marketing increases the revenue from each customer by establishing a relationship over a

lifetime (Rutherford and O’Fallon, 2007). Technological advantages of CRM include the increased capability of tracking the customers’ behavior and organizations; performance and strategy associates with the profitability. CRM is superior to other same products as it provides a simple way of its integration with the SQL server, and share point/outlook products. It provides a friendly user UI that is easier for using it.

The transition of Microsoft Dynamics CRM

Microsoft Dynamics CRM online services enable customers to control Microsoft Dynamics CRM Online. Microsoft Dynamics CRM does not move the application or data of the organizations physically. Organizations always remain on the same physical online infrastructure before and after the transition process. Before going on live a trial account is set to for the Microsoft Dynamics CRM online and all activities or processes are performed through this trial account. When this trial account is established then need for licensing and billing is required for a complete transition. Once all these steps are completed, users’ credentials for access the Microsoft Dynamics CRM become activated. Customers or users in the organization become responsible and validation tests are also performed in the post-transition steps of Microsoft Dynamics CRM. This validation test ensures that a new transitional environment is working correctly (Osgaard, 2013). Parallel to customers’ responsibility in an organization, Microsoft is also responsible for the execution and scheduling of the transition. All updates are notified with complete details and instructions. An email template is provided, which is aimed for informing the end-users for these updates and new transitions. All processes involved in the transition are shown in the following figure 1.

Figure 1: Transition flowchart Source: Microsoft Corporation, 2013

Reflection on MS Dynamics CRM

Microsoft Dynamics CRM provides the fastest response to users. I think the use of Microsoft Dynamics CRM depends upon the kind of requirements in the organization. There is enhanced support for users in MS dynamics CRM 2013. I think that MS Dynamics CRM provides enhanced security features as compared to the same products from other vendors. Integration capability of this product with other products of Microsoft like Skype, office, share point, Yammer and Lync have been well-positioned in the market. Therefore, no other competitor in the market has delivered the same value to customers.

Conclusion:

In this mini research paper, the functionality of CRM based ERP and integration of different models have been focused on. Customers' review about this product and example of the organization as Toyota in Turkey are presented. Most beneficial features of the product are pointed out for adopting organizations. At the end of this paper, a reflection on the Microsoft Dynamics CRM has been presented.