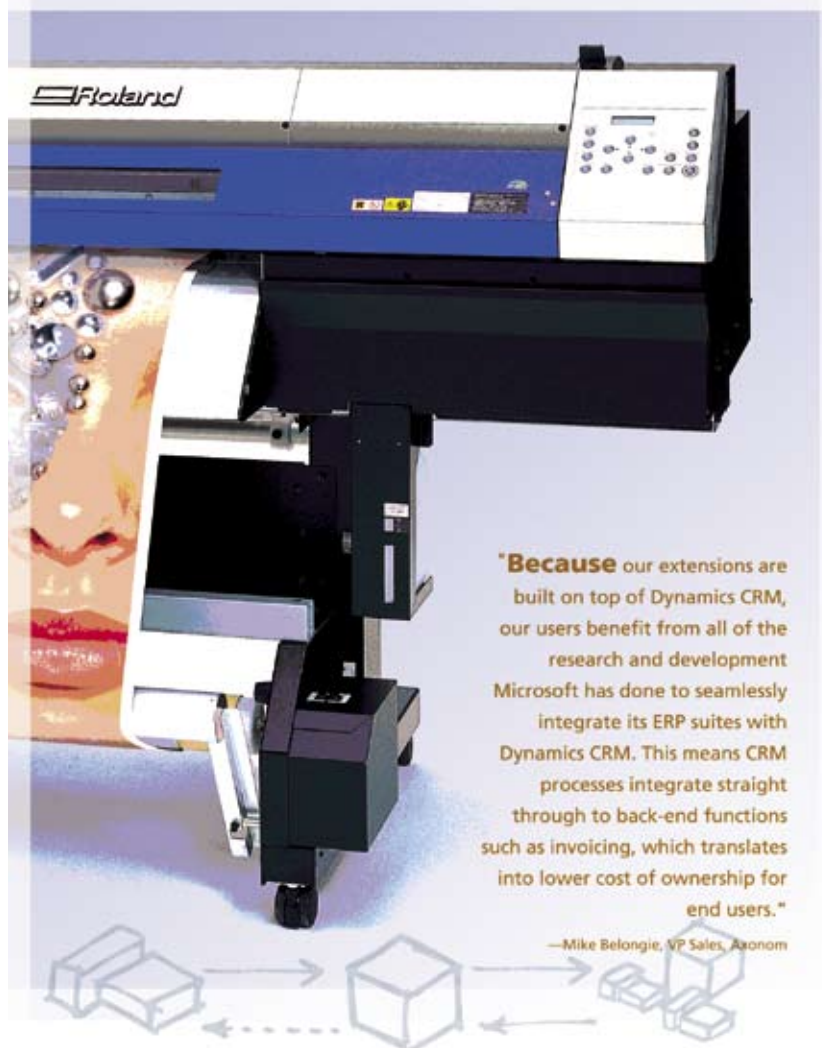


## Joint Value Proposition

*Axonom offers enterprisewide relationship automation modules for Microsoft Dynamics CRM 3.0, the customer relationship management (CRM) software suite from Microsoft Business Solutions. The modules include functionality for vertical industries including the high-tech sector.*



**"Because** our extensions are built on top of Dynamics CRM, our users benefit from all of the research and development Microsoft has done to seamlessly integrate its ERP suites with Dynamics CRM. This means CRM processes integrate straight through to back-end functions such as invoicing, which translates into lower cost of ownership for end users."

—Mike Belongie, VP Sales, Axonom

### AXONOM SOLUTIONS

● **Powertrak:** Axonom's suite of extensions for Dynamics CRM, the suite is built directly on top of Dynamics CRM's core functionality, using .NET-based programming and Microsoft SQL Server as a transactional and reporting foundation. Powertrak's capabilities include product configuration and partner-relationship management for high-tech, multichannel manufacturing and distribution.

● **Product Configurator:** A key Powertrak module for the high-tech industry, this module uses rules-based logic to allow a manufacturer or its channel partners to quickly configure make-to-order products online, and manage quotations.

● **Partner Portal:** Allows a manufacturer to collaborate more effectively with its dealers around issues such as order status, lead, and incentive management. The portal can be used in combination with Microsoft's SharePoint Portal for enhanced content management.

● **Forecasting:** This Powertrak module for the high-tech industry handles multichannel, multi-currency forecasting down to representative, account, and stock-keeping unit.

● **Powertrak Dashboard:** This module delivers key performance indicators, catching potential issues that require action. The module features built-in charts, graphs, and rollups.

● **Technical Case Manager:** This Web-based Powertrak module ensures issues are routed to the correct support agents via email notification. The module handles multilevel case and incident management, escalation handling, product problem tracking, and cross-product defect management.

### MICROSOFT SOLUTIONS

● **Microsoft Windows Server 2003:** A high-performance server operating system.

● **Microsoft SQL Server:** Microsoft's relational database. Its Reporting Services and Analysis Services offer a foundation for users and independent software vendors to create reports and analysis tools.

● **Microsoft SharePoint Portal Server:** Microsoft's portal server for Web-based collaboration and content management, it also features built-in workflows for common processes such as approvals.

● **SQL Server Reporting Services:** A built-in reporting infrastructure that comes with the SQL Server database, independent software vendors and end users can make use of these tools to create reports.

## CASE STUDY

# Connection to the customer

## Roland DGA leverages Axonom's CRM extension for lead management

One of the strengths of dealer channels is their effectiveness at building local connections with customers. At the same time, it's often a major challenge for equipment manufacturers to achieve effective connectivity with dealers.

Roland DGA, a leading supplier of wide-format inkjet printers for the durable graphics market, solved all this using customer relationship management (CRM) software to achieve close ties with its network of more than 300 dealers. In particular, Roland DGA turned to a combination of the Microsoft Dynamics CRM suite and Powertrak, a solution from Microsoft partner Axonom that extends into lead, asset, and case management.

Previously, customer management was handled in a CRM system from Siebel, lead management was done in a Goldmine package, and financials and orders were handled in Microsoft's Dynamics GP ERP suite. "These systems weren't effectively integrated, especially when it came to lead management," says Bob Castle, CIO, Roland DGA.

With Axonom's workflow and portal capabilities integrated with CRM, Roland DGA now has an automated, closed-loop system for lead management and marketing fulfillment.

Today, says Castle, dealers log onto the portal to receive leads, and must return to the portal to close out activity. The entire solution is integrated. Orders for unregistered machines—i.e., assets—taken in the ERP suite integrate with the CRM system, which links to tables in Powertrak that can track additional information about each product sold.

The Axonom/Microsoft solution

cut lead routing from weeks to 48 hours or less, and automated picking, label, and letter-generation tasks for literature fulfillment. "The overall integration saves a lot of time on our end, but most important, it means our customers get the information they want in a more timely manner," says Castle.

During the first half of 2007, Roland DGA also will roll out Microsoft's 2007 Office System and SharePoint Server 2007. Castle says the company will blend existing portal functionality with SharePoint, and looks forward to even tighter integration between its line of business software and office applications.

"I think the new generation of Office and SharePoint will lead to tighter integration with enterprise applications, and new possibilities with smarter forms," concludes Castle. ■

### Challenge:

Roland DGA's customer relationship management (CRM) solutions lacked a high degree of integration, especially with lead management, where email hand-offs of leads to dealers created a lack of visibility on lead status and resolution.

### Why Microsoft and Axonom?

Already a user of one of Microsoft's ERP suites, Roland DGA liked the level of integration offered between the ERP solution and Microsoft's CRM package. While the company implemented an earlier version of CRM that was not the most functionally rich solution available at the time, it found that by implementing Powertrak—an application from Microsoft partner Axonom that extends the CRM package in areas such as portal-based lead management—it could achieve a tightly integrated, closed-loop approach to lead management and other CRM processes, as well as tight integration of CRM and ERP.

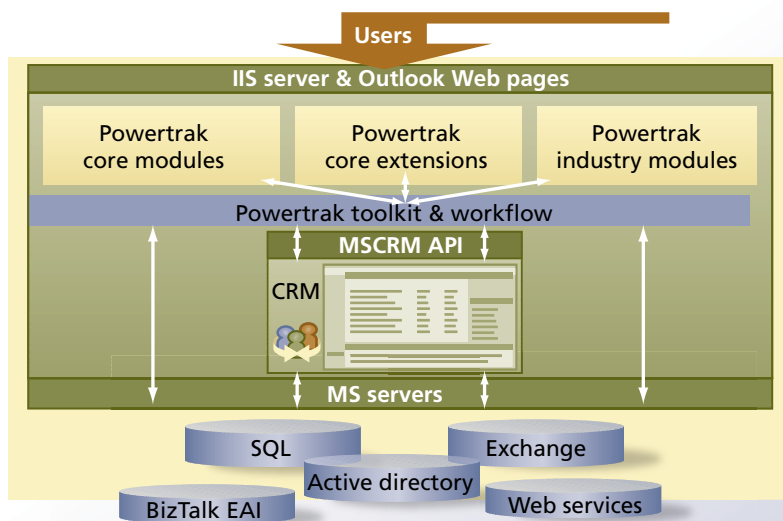
### Solutions

- Axonom Powertrak
- Microsoft Dynamics CRM
- Microsoft Dynamics GP
- Microsoft SQL Server
- Microsoft Windows Server

### Key benefits

The automated, integrated approach to lead management speeds lead routing and marketing literature fulfillment processes for Roland DGA. Managers spend less time manually sending files and checking on status, and end customers get the information they need more quickly.

## Axonom Powertrak architecture



Source: Axonom

**Axonom's Powertrak is built on top of Microsoft Dynamics CRM to extend the suite's capabilities in areas such as product configuration, but it also leverages Microsoft's infrastructure and server products.**