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DataArt Microsoft Dynamics CRM Expertise

DataArt is a high-end software development company with industry-specific expertise in [financial technology](#), [telecom](#) and [media](#) sectors. DataArt specializes in enterprise application development, system integration and business automation tools.

DataArt is a [Microsoft Gold Certified Partner](#) and the only Russian participant in the "[.NET Gain Early Adopters Program](#)".

As a Microsoft Gold partner, DataArt knows how to implement Microsoft Dynamics CRM 4.0 to meet your company's unique needs, including integration with clients' key business systems. By establishing better tracking of information flow in a company, clients are empowered with tools to sell more effectively.

Consulting

A DataArt duo of a Business Analyst experienced with Microsoft Dynamics CRM and a Solution Architect analyzes a client's existing business processes, gathers business requirements, and develops a plan to implement the solution based on the client's needs.

Integration

The full potential of Microsoft Dynamics CRM is achieved only when all the systems that track your customers are integrated into the CRM strategy. DataArt's experience with complex database systems, data warehousing and systems engineering ensures that when a client decides to implement Microsoft CRM, they will be supported by complete back-end integration, providing both the data and processes needed to win and keep customers.

Custom Implementations

Microsoft Dynamics CRM implementations are most effective when they support the effective business processes that have evolved in the organization rather than forcing business process changes to operate the system. Essentially, all CRM implementations are built to fit the client's unique needs. DataArt's expert developers work with clients to evaluate various options to design a system that is the best fit for managing their client relationships, configuring the base package as needed to support the business processes.

DataArt experts develop a custom implementation plan of Microsoft Dynamics CRM 4.0 for your unique business needs including:

- CRM Workflow Configuration and Development
- CRM customization
- Development of custom Microsoft Outlook plug-ins

Installation and Configuration

DataArt CRM professionals know where the landmines are. A qualified CRM System Administrator first evaluates a client's IT infrastructure to determine whether it's ready for Microsoft CRM server installation, reports problems and suggests any necessary changes and upgrades in hardware and software. The next step is to install and configure the Microsoft CRM 4.0 server on the client's server, and check for basic functions (such as e-mail routing) and any malfunctions.

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Data Migration

If a client currently uses CRM software and decides to migrate to Microsoft CRM, DataArt helps with data migration from the legacy software to Microsoft Dynamics CRM 4.0.

Support

DataArt can troubleshoot and fix problems with existing Microsoft CRM installations, or upgrade the CRM software to a newer version.

Data Mining

Every CRM implementation involves pulling data from a variety of databases. DataArt's background in database design, implementation and maintenance coupled with our experience in data warehousing and online analytical processing are vital assets when building an effective CRM system that has the right data. DataArt is experienced in handling data from any source, from mainframe databases to flat file dumps and everything in between. That experience extends to extracting data from existing CRM databases: DataArt assembles valuable data into spreadsheets, letters, faxes, e-mail messages, Web pages, or any other format.

Reporting

Despite dozens of built-in reports provided by Microsoft CRM 4.0, clients know that the most useful reports, the ones used by sales and customer support teams, and reports that the management team relies on for informed decision-making are rarely out-of-the-box because they're unique to each business's goals and CRM strategy.

CRM Connector

The key goal of the CRM Connector is to provide a fast and flexible way for entering or searching contacts and companies in the CRM database.

CRM Connector can be configured for the individual needs of sales or PR managers. It has a mass-mailing capability through the use of templates, which could be amended with a personal greeting or a signature.

DataArt CRM Connector expands Microsoft CRM functionality by providing flexible data import from CSV-files. This feature allows both, the import of contacts or companies and the set up of necessary relationships between them.

It also allows for creation of contact lists with CRM Connector's Distance Calculator. The feature analyzes zip code information and composes a list of contacts that are located in the vicinity.

DataArt offers almost everything to enlarge and evolve client's CRM-strategy and to adjust it to the real World.

DataArt's approach to implementing a CRM strategy is client centric, beginning with understanding of your needs and business processes along with your client's, to implement a solution that is tailored to each specific business. DataArt's experience with data management and our disciplined implementation allow us to reduce time-to-market, and to minimize risks and operational disruptions. The results of the Microsoft Dynamics CRM 4.0 implementation by DataArt will empower specialists across your firm to sell more effectively, and to provide customer support with tools that work the way you want them to.

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