



MICROSOFT DYNAMICS CRM
Vision

Statement of Direction

Update: May, 2011

EXECUTIVE SUMMARY

Microsoft has delivered significant innovation and value in customer relationship management (CRM) software with the recent release of Microsoft Dynamics® CRM 2011, a flexible CRM solution that provides the power of productivity through familiar, intelligent, and connected experiences for organizations of all sizes worldwide. This Statement of Direction (SoD) outlines the future direction of Microsoft Dynamics CRM over the short and longer term.

The mission of Microsoft Dynamics CRM is to **deliver intelligent software and services that enable extraordinary customer relationships with world-class business results**. Looking forward, we will continue to support that mission by delivering on our “dynamic business” vision, as described in the October 2010 whitepaper [Microsoft Dynamics: Making Business Dynamic](#). The whitepaper outlines the challenges facing today’s organizations, and provides insight into how Microsoft Dynamics approaches delivering solutions that enable organizations to:

- Maximize the productivity of their **people**
- Achieve **process** agility to quickly adapt to new requirements
- Encourage connections across an entire **ecosystem** of suppliers, partners and customers

Our focus on *people*, *process*, and *ecosystem* reflects our core philosophy that success starts with your people and that business applications should be enablers - detecting trends, facilitating decisions and proactively driving change into practice to help your organization thrive and win.

With upcoming releases of Microsoft Dynamics CRM, we will continue to put our philosophy into action with enhanced experiences that promote end-user productivity and demonstrate the rich, “better together” value of Microsoft technologies. We also expect to provide new experiences and capabilities that help customers and partners get the most value from key emerging trends such as cloud computing, mobility, and social technologies.

We will continue to focus on rapid, but substantive, innovation that leverages Microsoft Dynamics CRM as the easiest and fastest way to experience the full benefits of Microsoft technology for your organization. Additionally, we remain committed to sustaining the ‘Power of Choice’ and the ability to transition between cloud-based and on-premises delivery of CRM as a key point of customer value and flexibility.

We encourage you to read the whitepaper for additional details, and believe you’ll agree that Microsoft Dynamics CRM is well-positioned to provide tremendous value to organizations of all sizes and industries going forward.

The Microsoft Dynamics CRM Team

NOTE: The guidance included in this document reflects current planning discussions as of May 2011 and supersedes previous SOD guidance provided in October 2010. This document is not intended to be a detailed specification and individual scenarios or features may be added, amended or deprioritized based on market dynamics and customer demand.

THE ROAD AHEAD: DRIVING TRANSFORMATION AND ENABLING DYNAMIC BUSINESSES

TRANSFORMING BUSINESS RELATIONSHIPS AND PRODUCTIVITY

[Dynamic Businesses](#) understand that the delivery of world-class customer experiences provides a sustainable competitive advantage for their products and services. At the same time, customer expectations and technologies are always evolving, making it difficult for organizations to keep up. The Microsoft Dynamics CRM team has identified the following customer relationship and engagement trends to guide our application and platform investments for the next set of product releases.

SOCIAL COLLABORATION AND ENGAGEMENT

People are the heart of any organization whether they are employees, prospects, customers or partners. Emerging social technologies provide people-centric experiences that can fundamentally impact how people and organizations communicate and collaborate across internal and external communities. While these social technologies can provide additional channels for customers and organizations to interact, or improve and simplify collaboration within an organization, it can be challenging for organizations to internalize how to use them for maximum value.

Microsoft has significant collaboration assets and is continuing to extend those capabilities across a number of products including Microsoft SharePoint, Microsoft Lync, and Microsoft Office. Microsoft Dynamics CRM will harness and surface these broader Microsoft investments as part of specific new experiences that facilitate direct customer engagement and clear business value. We will deliver an innovative new experience in this area, while supporting some common capabilities such as:

- **Micro-blogging:** encompassing important status updates and notifications regarding business events and actions.
- **Business activity feeds:** delivering configurable real-time notifications regarding important relationships and significant business events.
- **Social intelligence:** identification of data patterns and streams to enhance customer service and marketing decision-making.

DERIVING RAPID VALUE FROM BUSINESS APPLICATIONS

Organizations need to respond immediately to change in order to optimize their potential. In the past, business applications have been too rigid and too complex to adapt and accommodate change. Microsoft Dynamics CRM includes the powerful xRM application framework to facilitate the delivery of rapid business value with an agile solution framework that can be easily tailored and configured. We will continue to invest in capabilities that drive faster attainment of business value for both organizations and individuals. Some examples of these capabilities will include:

- **Sales and marketing productivity:** provide sales and marketing professionals with insights to prioritize actions that lead to closing more deals in a shorter timeframe and streamline the creation of important deliverables required during the sales cycle such as proposals and presentations.
- **Service productivity:** optimize service planning, collaboration, multi-channel engagement, knowledge management and agent productivity to turn customers into fans.

- **Enhanced evaluation process:** enable rapid provisioning and evaluation of relevant solutions and extensions from the Microsoft Dynamics Marketplace.
- **Reduced effort to deploy:** enhanced tools and configuration capabilities to shorten the time and investment required to deploy and tailor Microsoft Dynamics CRM so that it accurately reflects the business it serves.
- **Emphasis on business adoption:** delivering an experience where users can recognize value, opportunity and insight immediately. As users spend more time in Microsoft Dynamics CRM they derive proportionally more value, insight and productivity.

OPTIMIZING BUSINESS DECISION-MAKING

Business professionals need to become more productive in order to achieve their desired performance levels. As such, they are constantly trying to evaluate which actions will drive successful business outcomes. Built on Microsoft's business intelligence (BI) platform, Microsoft Dynamics CRM customers will natively benefit from new platform and data consumption innovations enabled. Microsoft Dynamics CRM will invest in additional proactive and insightful intelligence capabilities. Some examples of these capabilities will include:

- **Extended self-service BI:** enhanced tools that build on the investments in Microsoft Dynamics CRM 2011 to enable users to create and share their own business reports and analysis solutions without requiring additional IT support.
- **Enhanced data visualizations:** additional business charts and enriched real-time analytic dashboards enabled through enhanced design tools.
- **Improved decision-making:** new data analysis capabilities to unlock data patterns and trends to facilitate better business decisions.

CONSUMERIZATION OF BUSINESS APPLICATIONS

Users have ever-increasing expectations around how they access systems and information through new generations of devices and form-factors (e.g. desktop PC, laptop, tablet and phone) to provide anytime, anywhere access to information, processes and people. Microsoft Dynamics CRM will invest in capabilities that deliver familiar and compelling experiences in how users access and interact with the system. Some examples of these capabilities will include:

- **CRM anywhere:** deliver immersive user experiences that match users' particular context or work "mode" – whether that is on the road or in the office. This facilitates a new agility and productivity in how users respond to different situational requirements.
- **Cross-device:** provide device-specific application experiences that are natural and intuitive across a range of platforms and form-factors.
- **Multi-browser:** provide targeted user experiences that work on different web browsers by utilizing HTML5 for structuring and presenting content.

EXTENDED SOLUTION OPPORTUNITIES AND ECOSYSTEMS

Organizations have high expectations around the flexibility of modern business applications to meet and evolve with their specific business requirements. Organizations seek confidence that an ecosystem of skilled people and organizations is in place to provide expertise, solutions and extensions to their business application. This

ecosystem needs to cater for different organization sizes and industries with solutions that run both in the cloud and on-premises. Microsoft will continue to invest in capabilities and programs that connect customers with targeted solutions and accelerate Microsoft and our partners in rapidly developing new solutions. Some examples of these capabilities include:

- **Familiar and trusted:** harness the industry-standard Microsoft technology platform to ensure consistency and familiarity in the way organizations deploy, manage and extend Microsoft Dynamics CRM. Your organization can depend on Microsoft to deliver enterprise class software and services that drive business success.
- **Enterprise cloud transformation:** enable larger organizations to utilize Dynamics CRM Online and the larger suite of Microsoft's Online Services as part of their extended IT infrastructure, through streamlined onboarding, IT-focused administration, and seamless integration capabilities.
- **Development tools and Application Lifecycle:** streamlining the development experience for Microsoft, partners and customers to simplify and accelerate development of extended CRM solutions using the xRM application framework.
- **Seamless Solution Marketplace:** enable new scenarios that make the process of finding, evaluating, deploying and rating solutions on the Microsoft Dynamics Marketplace seamless through the entire solution lifecycle.

RAPID INNOVATION THROUGH AGILE RELEASE MODEL

RELEASE HISTORY

Microsoft Dynamics CRM is available to customers through a range of purchase models using either an on-premises or cloud-based deployment. Microsoft Dynamics CRM 2011 is the fifth major release of the product to on-premises customers since it was originally launched in January 2003 under the name Microsoft Customer Relationship Management 1.0.

Microsoft Dynamics CRM Online was initially launched in May 2008, and received service updates in September 2008, March 2009, November 2009, March 2010, and January 2011.

RELEASE MODEL ALIGNMENT

Microsoft Dynamics CRM is aligning the models used for delivering innovation to our customers and partners. Traditionally, major CRM product versions have been delivered in 2-3 year development cycles over multiple milestones. With the initial release of Microsoft Dynamics CRM Online in 2008, the Microsoft Dynamics CRM team added a parallel track of shorter development cycles which delivered updates and enhancements to the service every twice yearly. Moving forward, the Microsoft Dynamics CRM team has a unified engineering process for on-premises and online. This alignment allows us to deliver rapid innovation to both on-premises and online customers, and facilitates our sustained investment in a single codebase across all versions of the product.

IMPROVED AGILITY

Moving forward, new capabilities for Microsoft Dynamics CRM (both Online and On-premises) will be delivered approximately twice yearly with releases targeted for Spring (Q2) and Fall (Q4) of each calendar year. Additionally,

Microsoft will provide additional functional capabilities for Online, On-premises and Partner-hosted deployments via the Microsoft Dynamics Marketplace. This functionality is completely optional for all customers depending on their business needs.

AGILITY FOR MICROSOFT DYNAMICS CRM ONLINE

Microsoft Dynamics CRM Online will release new capabilities via "Service Updates". There are 2 types of Service Update: **Automatic** and **Scheduled**. Automatic service updates are made available to all Microsoft Dynamics CRM Online customers with no additional action required by users or administrators. Scheduled Service Updates may offer deeper functionality enhancements and improvements, and customers will have up to one year to schedule when the new Service Update made available to their users. The next **Automatic Service Update** is currently planned for **Q4 CY2011**. The next **Scheduled Service Update** is currently planned for **Q2 CY2012**.

AGILITY FOR MICROSOFT DYNAMICS CRM ON-PREMISES AND PARTNER-HOSTED

There are two types of releases for Microsoft Dynamics CRM for on-premises and partner-hosted customers: **Updates** and **Upgrades**. Updates deliver new capabilities to Microsoft Dynamics CRM deployments without requiring a full upgrade. Upgrades may deliver deeper functionality enhancements and improvements, may incorporate significant Microsoft platform innovations (e.g. the next releases of Windows Server and desktop, .NET Framework, SQL Server, Office), and will have their own Microsoft support lifecycle for mainstream and extended support. The next **Update** for on-premises and partner-hosted deployments is currently planned for **Q4 CY2011**. The next **Upgrade** for on-premises and partner-hosted deployments is currently planned for **Q2 CY2012**.

CONCLUSION

The need for strong customer relationships has never been higher. As we look towards the next release of Microsoft Dynamics CRM and over the longer term, Microsoft is committed to delivering on our "Dynamic Business" vision and will continue to invest in delivering a solution that:

- Drives maximum user productivity
- Delivers business insight and collaboration irrespective of a person's role within their organization
- Enriches the core sales, service and marketing capabilities of your organization
- Provides a flexible and scalable business solution framework

It is truly an exciting time to be engaging with Microsoft Dynamics CRM! We look forward to keeping you informed of the innovations and exciting capabilities that Microsoft Dynamics CRM will deliver for you now and into the future!

The Microsoft Dynamics CRM Team

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like and with familiar Microsoft software, automating and streamlining financial, customer relationship and supply chain processes in a way that helps you drive business success.

U.S. and Canada Toll Free 1-888-477-7989

Worldwide +1-701-281-6500

www.microsoft.com/dynamics

The information contained in this document represents the current view of Microsoft Corporation on the issues discussed as of the date of publication. Because Microsoft must respond to changing market conditions, this document should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information presented after the date of publication.

This White Paper is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED, OR STATUTORY, AS TO THE INFORMATION IN THIS DOCUMENT.

Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this document may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of Microsoft Corporation.

Microsoft may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document. Except as expressly provided in any written license agreement from Microsoft, the furnishing of this document does not give you any license to these patents, trademarks, copyrights, or other intellectual property.

© 2011 Microsoft Corporation. All rights reserved.

Microsoft, the Microsoft Dynamics logo, BizTalk, Microsoft Dynamics, Outlook, SharePoint, SQL Server, Visual Studio, Windows, Windows Mobile and Windows Server are either registered trademarks or trademarks of Microsoft Corporation or Microsoft Business Solutions ApS in the United States and/or other countries. Microsoft Business Solutions ApS is a subsidiary of Microsoft Corporation. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.