

# Portal



With the acquisition of Adxstudio, Microsoft Dynamics CRM has integrated engagement scenarios that extend CRM to the web. Portal capabilities for Microsoft Dynamics CRM enable personalized self-service and community engagement solutions to increase customer, partner and employee satisfaction while increasing knowledge and maximizing productivity.

## Key Benefits | CRM portal



### Empower Users

Increase brand loyalty and trust by providing self-service access to knowledge, content and business processes that reduce time to resolution, complete requests and tasks and increase transparency.



### Connected Interactions

Provide access to knowledge and resources at any time and on any device with real time interactions between web users and CRM. Reduce silos of user information and customer data to gain actionable insights.



### Empower Organizations

Gain choice and flexibility with an extensible web portal fully integrated with Dynamics CRM. Powered by the reliability and scalability of Dynamics CRM and Azure and allowing your organization to focus on high value customer interactions.

## Key Capabilities

### Content publishing

Present rich content with an integrated content editor.

### Security and permissions

Authentication and rights management for secure access control and personalization.

### Custom design

Customize branding and dynamic web templates for an interactive and compelling experience.

### Web tools

Configure access to any CRM data to create interactive web tools.



*"Adxstudio provides a superb platform for Chwarae Teg to:*

- *Build and enhance our Web portal without needing developer skills*
- *Integrate with existing systems such as social media sites*
- *Configure and deploy complex forms quickly and easily*
- *Provide our stakeholders with self-service facilities*
- *Support all of our programme participants*
- *Streamline our monitoring and reporting.*

*We are very pleased with the way that Microsoft Office 365, CRM Online and Adxstudio work together to provide a highly functional, yet cost effective, programme management solution for our organisation."*

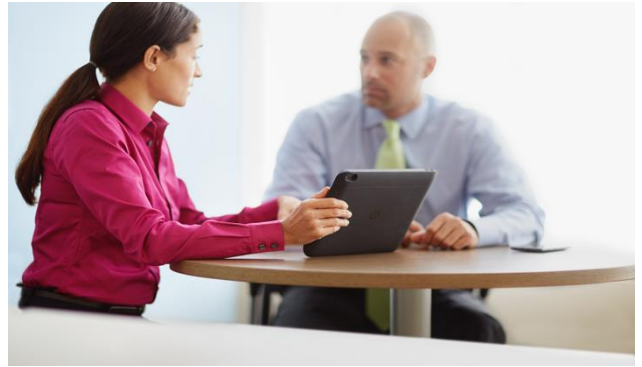
**Sharon Ellis Pope, ICT and Facilities Lead, Chwarae Teg**

<http://www.agilenation2.org.uk>

## Solutions

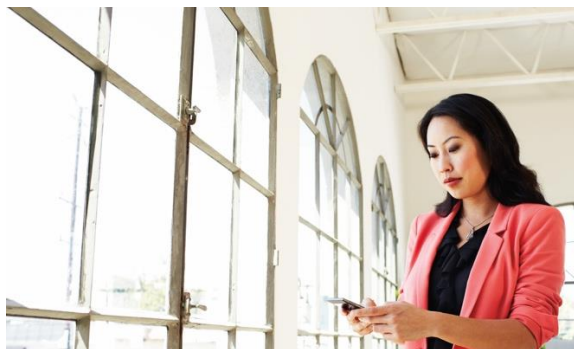
### Self-service

Enable customers or employees to access knowledge as an additional support offering to help meet the desires of users to quickly answer questions with the web enabled device of their choice. Providing knowledge to customers through a portal deflects higher cost support options in the traditional customer service model and allows support agents to focus their time on the more complex issues. With a self-service portal customers receive the support they desire, access to discussion forums that build customer loyalty, visibility into support entitlement data and the ability to provide organizations with feedback through polls, ratings and comments.



### Partner

Increase visibility and productivity with a partner channel that is enabled with tools integrated into your CRM system. Strong partner programs enhanced with "one-to-many" self-service options help your partners succeed by providing tools and access to information partners need. These can be delivered with a partner portal that distributes leads, tracks deals and opportunities and provides account management capabilities.



### Community

When thinking about service strategies, consider the powerful role that community can play by deepening relationships in the community with peer-to-peer knowledge sharing. Users become ambassadors and influencers for an organization, and in return that organization can realize tremendous value in terms of cost-savings, brand loyalty and trust. Create a robust community by enabling discussion forums, create blogs and articles, provide methods for capturing feedback and collect ideas while sharing outcomes of all the community ideas.



### Custom

Built on the Dynamics CRM portal foundation to allow businesses to create a unique solution for their audience to meet the specific requirements of their organization. Leverage pre-built tools or configure custom applications and workflows that connect your business and users with a powerful web engagement portal.

**For more information, visit:** <http://www.microsoft.com/en-us/dynamics>

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