

The software giant is getting serious towards the Small & Medium Businesses.
2007/08/10 Shahriar Shahid

The recent Microsoft partner programs & technology roadmaps released all through the month of July 2007 makes it very clear that the software giant is getting serious towards the Small & Medium Businesses. The latest version of Office 2007, Vista, & Dynamics shows Microsoft's integrated approach for building stronger enterprise IT infrastructure and at the same time the newly pricing & partner program makes it really competitive in the market with its several thousand partners network.

The Small & Medium Business houses are increasingly gaining maturity in their business operations and becoming more & more concern towards their customer satisfaction, loyalty & acquisition. But the IT budget, infrastructure and staffing has always been a hurdle for the SMB companies. With Microsoft's new partner program and pricing, Microsoft has extended its service to the Small & Medium Businesses not only with justified budget but also with suitable infrastructural solution.

The newly introduced Multi-Tenant architecture of Microsoft Dynamics CRM makes it one step closer to the SMB's as the application can be hosted on Partner Systems, or on the Client System and also hosted by Microsoft itself. This is a truly Software-as-a-Service approach for the growing number of SMB's getting interested in enterprise solution within a reasonable budget. The real value of Microsoft's technology solution & Multi-Tenancy approach comes to the SMB's of any size or industry.

For example, if a SMB's needs a CRM application in terms of 'Manage & Grow' with its competition Microsoft Dynamics CRM will definitely offer the best value within its resource & budgets. It can easily deploy Dynamics CRM with a minimal per user subscription basis with the application hosted in Microsoft Partners Systems or by Microsoft.

On the other side, for any SMB that is looking for larger consumer base & wide business activities can also avail a full-scale CRM solution through Microsoft Dynamics CRM with a very competitive budget & resource involvements. Even if the company needs additional improvements or add-on's, the Microsoft partner companies will be right on the side for the fastest, an easy development of the solution.

In other terms, Microsoft Dynamics CRM will be a smooth transition of any SMB's performance level to a new improved one with the lowest possible impact in the

operations, budget & resources. Moreover, the tighter integration with Microsoft Office 2007 & Windows Vista has made Dynamics CRM easily adaptable with the predefined user experiences. With 18 language support, Microsoft Dynamics CRM has a Windows like workflow and role-based user management & customization from user interface to data model all is possible with just a few clicks.

According to a recent Forrester Research, the SMB's has shown a strong growth in the IT spending with a 7.2% increase during the 2006. A similar initiative is also expected to continue for SMB's with a major concentration on application up gradation and server spending as the top priorities. The interesting part is, with MS Dynamics CRM, SMB's can very easily transform their IT infrastructure and become more competitive in the market with the minimal impact on their budget. The MS Dynamics CRM solution comes in a very little cost of around 20\$ per user, and when the question comes for infrastructure expenses, the three different hosted solution of MS Dynamics CRM comes into play.

Apart from the benefits of Dynamics CRM, the extended partner program goes a long way for the in the adoption, integration, deployment & support for SMB's. With the largest partner network program, Microsoft shows its strong commitment towards its clients. Moreover to that, the flexibility of Multi-Tenant program, seamless upgrading & other Microsoft Software Integration are the key features of Microsoft Dynamics CRM which will definitely differentiate them in the market.

Understanding the similarities and differences of SMB's needs was the key drive for Microsoft Dynamics CRM. And they had done it very smartly with the right solution, through the most suitable infrastructure and distributed widely with Microsoft partner program. A nicely tailored CRM solution for the emerging SMB's of today.