



# Microsoft Dynamics CRM

# What is CRM

A man in a dark suit and tie stands on a large hand holding a small patch of green grass. He is holding a blue sign with the letters 'CRM' in white. In the background, a large, light blue outline of a house is visible against a white background.

"Customer relationship management—often called CRM, CRM system, or CRM software—is a hybrid business solution that can increase sales and marketing efficiency.

Think of it as a powerful set of tools, apps, and platforms that in combination drive optimization of business intelligence, social insights, campaign management, and many other key customer relationship matters."

Microsoft

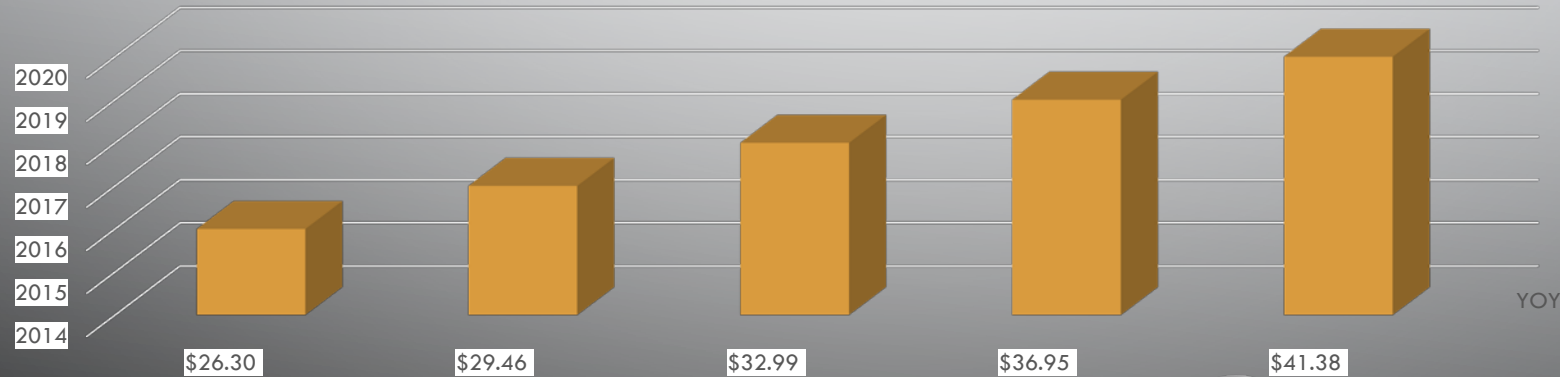
# CRM MARKET

According to Gartner, (a reputed market research firm) the CRM software market has reached \$26.3 billion from \$23.2 billion as reported from yesteryears.

*It's forecast says that in forthcoming years the revenue is likely to increase to \$36.5 billion, with a growth rate of 12% approximately.*

**The Indian CRM market size is about 15% of the overall APAC region, the second largest after Australia.**

CRM Software Market





Over 2,000,000 Users in more than 80 countries & 40 Languages

A  
WORLDWIDE  
& GLOBAL  
CRM SOFTWARE

Microsoft Dynamics CRM

Over 30,000 Customers from Small to Enterprise



Over 1,200 Partners with xRM Competency

Over 100 Service Providers hosting Dynamics xRM

# Current Graduation Survey

*Graduates Passing out every year, Eng.:~15, 00,000/year MBA: ~3,13,920/year*



**20-33% out of the 1.5 million engineering graduates passing out every year run the risk of not getting a job at all**

*IT industry now a days is finding it difficult to spend money on training these graduates to make them industry ready*



*Training the graduates with latest trends and hot technologies in the market like MS CRM helps in opening more opportunities and get jobs easily*





# Microsoft Dynamics CRM



Why?



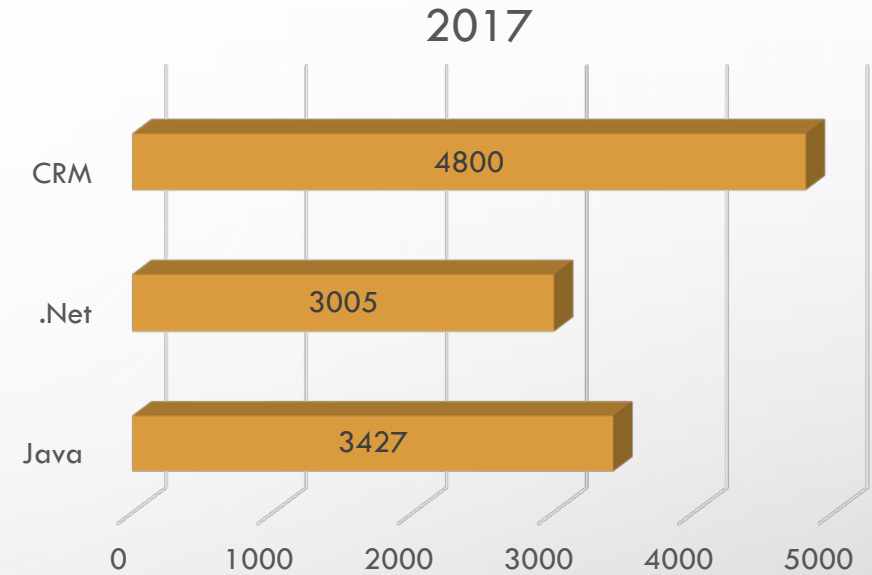
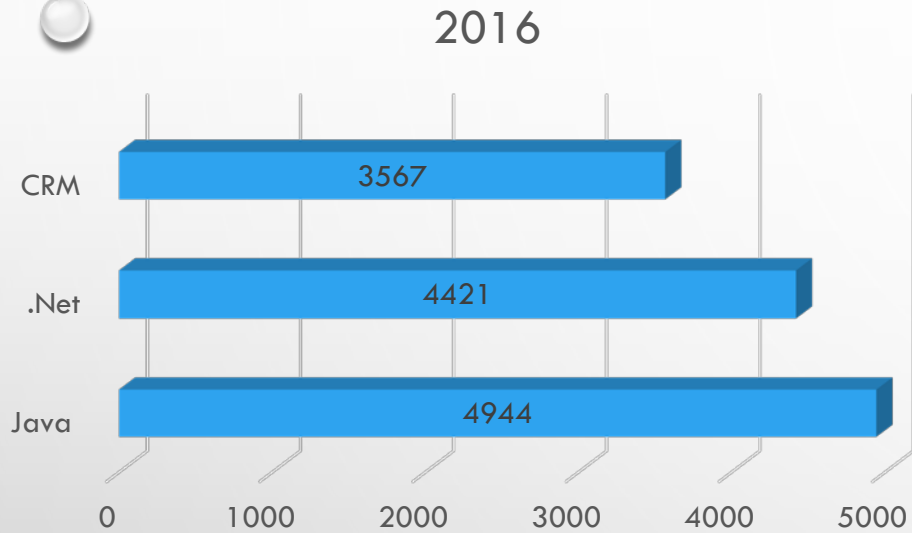
# Gartner Magic Quadrant for Salesforce Automation

Microsoft Dynamics CRM sit in the Leaders Quadrant



# JOB MARKET TREND

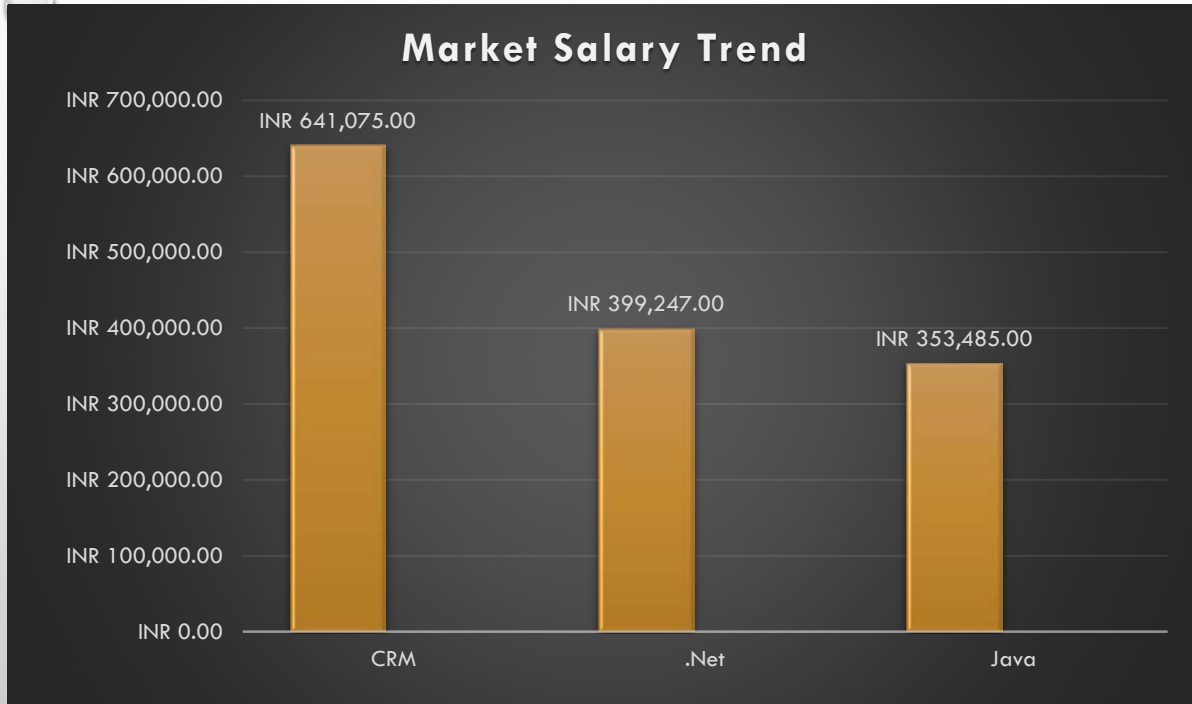
No. of openings in the market



With increasing demands in MS CRM market and corresponding deficit in the quality human resources to fulfill the need, this has created a huge opportunity in the IT services domain.



# MARKET SALARY TREND



Avg. salary per annum



*Tap into the world of MS Dynamics CRM by being Functional Analysts /Technical Analysts /Techno-Functional Analysts and make the most out of it soon.*

# The Power of Dynamics



## **Microsoft Power**

It's from Microsoft. Anyone who is familiar with Microsoft Product, such as Microsoft Office and Windows User should be familiar with this product UI



## **Never Ending Technology Evolution**

Be the part of never ending dynamics Evolution, since its first version, year to year, version to version, new features always come follow your business



## **Multi-Devices plus Multi-Browser**

Offers more than just a Web Experiences, it is also Mobile, Smartphone, Tablet, and Desktop Experience with Offline Capability plus multi browser accessibility



## **Super Platform and Powerful API**

Anyone who is familiar with software integration should know that this capability is very important. It is a SOA-based application.

# MICROSOFT DYNAMICS CUSTOMERS





# WORK WITH CRM



With increasing demands in MS CRM market and corresponding deficit in the quality human resources to fulfill the need, this has created a huge opportunity in the IT services domain.



*Tap into the world of MS Dynamics CRM by being Functional Analysts /Technical Analysts /Techno-Functional Analysts and make the most out of it soon.*

*Thank You*

