



Microsoft® CRM 3.0 Customer Solution Case Study



Overview

Country or Region: United States

Industry: Scientific Research
Data Management

Customer Profile

Rho, Inc. provides the pharmaceutical and biotechnology industries with a wide variety of clinical data processing, analysis and reporting services. Handling everything from design to implementation and submission, Rho manages individual projects and full program development, offering support in such areas as biostatistics, clinical data management, statistical programming, software development, and quality assurance, among many others.

For More Information

For more information about this Microsoft Dynamics CRM 3.0 solution, call the Innovative Architects Sales Information Center at 770.623.5734 or access online at www.InnovativeArchitects.com

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. To access information online, go to: www.microsoft.com

“Microsoft® CRM 3.0 allows a company's sales and marketing team to track every customer interaction from the familiar Outlook interface.”

-Dan Michaels, Innovative Architects

Situation

Rho wanted to manage marketing and sales campaigns more effectively, analyze campaign results more efficiently, and tie those results to return on investment (ROI). Rho also wanted a versatile CRM solution that could be quickly implemented, cost-efficient, as well as easy to use and manage. Microsoft® CRM 3.0 delivers a flexible solution that integrates with Rho's existing investments in Microsoft® technologies.

Solution

Rho sought the expertise of Microsoft® Gold Certified Partner Innovative Architects for assistance deploying its solution of Microsoft® Dynamics CRM 3.0 Professional Edition. Innovative Architects provides complete enterprise business solutions that enable companies to use technology investments to optimize business performance.

Working with Innovative Architects, Rho completed a customized deployment of Microsoft® CRM 3.0. The flexibility of the application has given the company's sales team the ability to access customer information easily, share data across the organization, analyze sales and market trends, and boost its sales and service initiatives.

With Microsoft® CRM 3.0, Rho has tight integration between Microsoft® CRM and Outlook allowing employees to easily access Microsoft® CRM capabilities from the familiar Outlook interface. Additionally, the marketing and business development staff can track every touch, whether by e-mail, phone, or direct mail.

Benefits

- Up-to-date customer information, accessible companywide.
- Easy integration with Microsoft® Outlook.
- Increased pipeline and forecast accuracy.
- Powerful reporting and analysis tools via SQL Reporting Services.

Software and Services

- Microsoft Office System
- Microsoft Windows Server System™
- Microsoft SQL Server™ 2005
- Microsoft Dynamics CRM 3.0
- Innovative Architects LLC

