

**Empower people throughout your organization with the right tools to transform challenges into opportunities.**

We believe that any company's most unique and important asset is its people. People are responsible for driving successful business outcomes. We believe that software is the one technology investment that can significantly amplify people's impact and enable them to achieve these business outcomes. And we think that Microsoft software is the best software to do this, because it is innovative and evolves to meet future needs, is familiar and easy to use, integrates easily, and is widely used and supported. **Bet on people, bet on software, bet on Microsoft.**

Microsoft Dynamics CRM 4.0 is a fully integrated CRM system that gives you the ability to easily create and maintain a clear view of customers from first contact and throughout the lifecycle of their account. With Microsoft Office Outlook integration and tools to enhance your company's sales, marketing, and customer service processes, Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution to drive consistent and measurable improvement in everyday business processes.

Increase sales success, deliver superior customer service, and make informed agile business decisions with Microsoft Dynamics CRM. Accessible from Microsoft Outlook and the Web, Microsoft Dynamics CRM is easy to use, customize, and maintain, integrates with other business systems, and scales to grow along with your business.

**CRM Solution for Financial Services**

No two banking institutions are exactly alike. Maybe you are merging legacy CRM systems inherited through acquisitions; or you are struggling to build more customer-focused solutions from the ground up. Regardless of the present state, you need a 360-degree view of the customer, to provide superior customer service, and to be more profitable and productive. Whether you have outgrown your existing solution or need a completely new approach, Magus and Microsoft Dynamics CRM can help you meet your goals. Leading financial services companies are using Microsoft Dynamics CRM to help identify, attract, and retain profitable customers by providing a consolidated view of client data for greater customer intimacy and more effective identification of cross-sell and up-sell opportunities.

Seeing the full view of the customer

Most financial services organizations today can see only one view of their clients' activities at a time. Without the ability to easily see and respond to relationships between accounts and potential opportunities, efforts to identify and serve the unfulfilled needs of your most profitable clients are severely limited. You need to:

- Identify your best, most valuable clients
- Uncover and proactively respond to unfulfilled client needs, especially when they're hidden across accounts or touch-points
- Determine service-oriented ways to up-sell and cross-sell
- Deploy more effective, targeted sales and marketing efforts to grow your base of loyal, profitable clients

Provide superior customer support

Customers need to have the best possible experiences every time they engage with your company, regardless if it is in a branch office, on the phone, or via the web. Microsoft Dynamics CRM helps you resolve inquiries and customer issues faster, cut call center hold times, and add value to every interaction with sophisticated call routing and information delivery.

**CRM solution for Real Estate professionals**

By providing real-time pricing and inventory information, CRM Elements for Real Estate lets you optimize prices, maximize profits, and capture potential lost revenues. View your entire inventory from a single page on our dashboard. Adjust prices based on email alerts triggered by sales thresholds. Manage complex pricing



**Microsoft Dynamics CRM**

1. Marketing
2. Sales
3. Customer Service

**Business Focus**

1. Financial Services
2. Real Estate
3. Franchise Business



models, track multiple buyer opportunities, and manage multiple prices for multiple buyers on a single unit – quickly and easily.

#### Property and Unit Management

Easily manage each property in your portfolio – from the most basic data to details about floor plans, price history, listing information, and sales status. Features include:

- Automated email notifications of key milestones
- Central repository of information, including marketing brochures, maps and purchase documents
- Templates for uniform, accurate sales and closing documents
- Real-time reporting to monitor and analyze sales and marketing efforts

#### Document Creation and Management

Easily create, customize and manage vital sales and closing documents; including contracts. CRM for Real Estate's unique "document tokens" make it easy to populate each document with information specific to each buyer. Documents are saved to the buyer's record for a complete history of the transaction.

#### Sales and Inventory Management

Manage your sales process and inventory in a central database for greater productivity, customer service, and profitability. Monitor sales leads from first point-of-contact through closing. Manage each buyer's unit and other selections, financing details, and transaction-related credits and fees. Features include:

- Executive dashboard
- Sales alert notifications
- Lead source tracking and analysis
- Contract tracking and pricing
- Automated mortgage, earnest money and fee tracking
- Buy vs. rent analysis
- Color-coded stack plan for a quick view of units by sales status

#### CRM Solution for Franchise Management

Magus expertise includes a deep understanding of the business objectives and challenges specific to franchisers. We have combined our unparalleled experience with Microsoft Dynamics CRM and our franchise-specific business processes to create a unique CRM solution for franchise management.

#### Franchise Recruitment and Application Process Management

Magus gives you the tools to manage the entire recruitment and application process – from initial inquiry capture to marketing effectiveness reports to dynamically analyzing the qualities of successful candidates. Additionally, you can:

- Automate lead imports and duplicate record elimination
- Automate application scoring to rate prospective franchise owners
- Use the database capabilities to discover relationships between leads, opportunities, accounts and contacts

#### Operations and Legal/Compliance Support

Our CRM solution for franchise management lets you easily track, display and manage franchisee agreements and incorporate documents into franchisee files. You can:

- Create and view marketing and training documents related to unit locations
- View sales operations scorecard reports of the franchise at the market or unit level



- Integrate data with external websites and vendors' systems to allow ease of business flow
- Increase visibility within all departments

#### Franchisee and End-Customer Relations

Once the location is open, you can use CRM solution for franchise management to easily manage and track royalty fees and quality control records. To help you provide superior customer service, our solution manages inbound and outbound calls from customers and franchise owners, and lets you maintain a knowledge base for franchisees, including frequently asked questions.

#### Property Development

We understand that property development plays an integral role in your business, so our franchise management solution allows you to:

- Capture information about potential real estate locations for each approved or prospective franchisee
- Manage all steps of the development process from building out the location and acquiring equipment to hiring and training employees
- Track the approvals required for each phase of the development process

#### Magus CRM Practice

Magus is recognized as the premier Microsoft Dynamics CRM consulting firm. We help enterprise and mid-market companies deploy and implement Microsoft Dynamics CRM, an easy-to-use, flexible and integrated solution that allows companies to increase sales, marketing, and customer service successes.

When choosing a Microsoft Dynamics CRM integration partner, Magus is the preferred choice among companies that want a low-risk implementation driven by a team with proven experience. By using our expertise and an accelerated deployment model, we deliver projects that guarantee results.

We differentiate ourselves from other Microsoft partners because: We are 100% specialized in Microsoft Dynamics CRM software and the Microsoft technology platform. We have specific industry expertise. We have created tailored solutions for many different industries, including: Financial services, Real estate, and Franchised organizations.



#### Magus Infotech India (P) Ltd.,

Magus is a Microsoft technology consulting company that provides application development, enterprise solutions and infrastructure services. Our experienced teams use a proven approach and a personal relationship style to deliver the right solutions for our clients. We are a Microsoft Certified Partner, and have been building business-critical systems and helping our clients maximize their investment in Microsoft technology since 1999.

We at Magus have a wealth of experience in enterprise (ERP/SCM/CRM/EPM) solutions. We are recognized for our knowledge and experience on enterprise business systems. We are committed to deliver world-class enterprise-level solutions with the benefits of an on-site staff and the economics of off shoring. Magus has top-notch program management team, deep technology and architecture capability, next-generation delivery capabilities, and the technology tools needed to execute large-scale programs.

We are constantly finding innovative ways to blend people, process and technologies to deliver bottom-line benefits to our customers. We measure our contributions through increased customer satisfaction, client retention rates and value delivered.

