



QUICK GUIDE

In plain English ...

Why do it?

Who uses it?

Is it for my business?

How much does it cost?

In plain English ...

... **xRM, or anything Relationship Management, is a powerful and flexible platform for building line of business (LOB) applications that track and manage processes and information.** As well as being the platform on which Microsoft Dynamics CRM is built, its inherent flexibility has enabled the rapid development of powerful applications for a diverse range of solutions including:-

- Asset Management
- Recruitment Management
- Certification Management
- Contract Management
- Housing Management
- And many more...

Why do it?

Every business is unique in some way and finding an 'off the shelf' software application that fully supports the organisations needs is a challenging, if not impossible, task. The traditional answer to this dilemma is to develop a bespoke software application to meet the organisations exact requirements. These systems, whether they're developed internally by your own IT department or externally by a 3rd party development team have two things in common - cost & time.



Developing a software application from scratch is an extremely costly business; you have to bear the costs associated with the initial design & build phase and then, post deployment, the ongoing costs for maintenance and future development. Also, if key members of the development team leave you'll have to consider how you'll continue to support a software solution that's probably now critical to the running of your organisation.

On top of all of this you'll probably have to wait a few months before you see any results from your investment - software development is a time consuming activity.

With xRM Microsoft has delivered an alternative approach to developing LOB applications. Using the xRM application platform developers can quickly create powerful and flexible systems that deliver outstanding functionality in a fraction of the time and cost associated with traditional development projects. How is this possible? Well many of the mundane (but very important) tasks associated with traditional development projects are done for you - developers don't need to worry about designing the user interface and data or security models. All these things work out of the box, eliminating much of the work associated with getting an application up and running.

So now that the mundane tasks are being looked after by the application platform, the development team can concentrate on using the xRM Software Development Kit (SDK) to deliver the really important parts of the system - the functionality you need to run your business.

Who uses it?



“Typically, systems developed on the xRM Application Platform are delivered in half the time and cost of traditional bespoke solutions”

Is it for my business?

A large and varied range of organisations including defence, national & local government, healthcare and 1,000's of commercial companies.

When the system's delivered it will integrate fully with Microsoft Office and have the same look and feel users are used to - maximising acceptance whilst minimising training requirements.

If you're considering investing in a custom software solution for your business then you should investigate developing it on the xRM platform — chances are you'll get a more robust, functionality rich solution quicker and cheaper.

How much does it cost?

In order to deploy an 'on-premise' xRM based solution you need to invest in the appropriate number of Microsoft Dynamics CRM client and server licences (see our Microsoft Licensing paper for more information).

Alternatively, you could look at a hosted solution where the system is based in the Cloud (see our Cloud computing paper for more details), here you'll pay a fixed amount per user, per month to gain access to the software.

Then there's the cost of developing the solution your company needs—bear in mind though that systems developed on the xRM platform are typically delivered in half the time taken by traditional methods.

Typically one of our Business Analyst's will work with your organisation to identify your needs and match these against the core functionality of Microsoft Dynamics CRM.

Any additional requirements will then be specified and a project proposal document created giving you a clear view of the costs involved.

Remember, once you've purchased the Dynamics CRM licences, there's no limit to the number of line-of-business applications you can then have developed. So for example, you might start with a contracts management system and then develop a supplier management system utilising the same licences. Also an xRM system will take full advantage of your existing investment in Microsoft technology such as MS Office, Exchange Server, SQL Server databases and Windows Server.

KNOW MORE

Want to know even more? Contact one of our team today to benefit from a free consultation:

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