



## Dynamics CRM Tips 'n' Tricks from Altico



There are dozens of little tips and tricks for using your Microsoft Dynamics CRM application that can make your life ever so much easier. We'll be bringing you a new tip every month in the hope that you find them useful.

The resident Altico wizard presents your January 2010 CRM tip:

### **Free Accelerators for Microsoft Dynamics CRM**

As a Dynamics CRM user, I am always looking for ways to extend the benefits of CRM. I recently found out that Microsoft has been releasing FREE Accelerators for CRM. These are cool little downloads that add new functionality to the application. There are currently 13 accelerators available and I've included a brief description of all of them below.

**Social Networking** – allows you to monitor and analyze customer conversations on social networking sites. This first release delivers integration with Twitter; other networks will be introduced in future releases.

**Portal Integration** – allows customers to configure and expose any CRM entity to an external facing portal.

**Partner Relationship Management** – distributes sales leads and centrally manages sales opportunities across channel partners.

**Notifications** – allows CRM users to subscribe to “business events” that are important to them.

**Event Management** – gives organizations the ability to manage the planning, execution, tracking and reporting requirements for events (especially event planning, event attendance and event review).

**Extended Sales Forecasting** – enriches the out-of-the-box sales forecasting capabilities.

**eService** – provides self-service capabilities via a Web portal as a configurable out-of-the-box offering.

**Analytics R2** – includes Dashboards, Key Performance Indicators (KPIs) and a suite of new reports.

**Enterprise Search R1** – allows Microsoft Office SharePoint Server (MOSS) customers to view and search for Microsoft Dynamics CRM data directly from their SharePoint portals.

**Business Productivity Newsfeed** – lets users keep up to date on events across the organization.

**Business Productivity Workflow Tools** – provides CRM workflow designers greater flexibility in terms of the processes they can manage through workflows.

**Business Data Auditing** – provides basic audit capabilities (for example, can be set up to take a snapshot of a record whenever a relevant event occurs, such as Create, Update, Assign and Delete).

**Sales Performance International (SPI) Sales Methodology** – for customers who have invested in or are looking to invest in the SPI Solution Selling® sales methodology and would like to leverage this investment through Microsoft Dynamics CRM.

The Accelerators can be downloaded at: <http://crmaccelerators.codeplex.com/>

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I'm NOT the resident wizard, but be that as it may, you're welcome to channel your questions through me.

Yours,

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