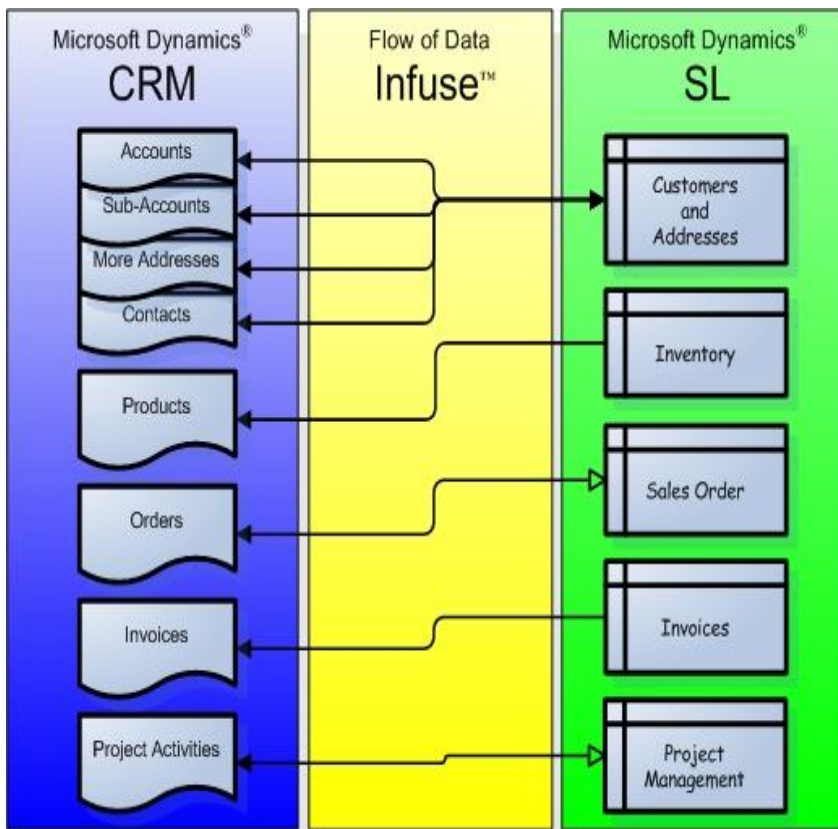


Infuse™ for Microsoft Dynamics® SL Project Series and Microsoft Dynamics® CRM

Closing the Loop between Managing Projects and Managing Customers

It's More Important than Ever

Companies are finding it increasingly important to stay in close contact with their customers while at the same time minimizing their administrative costs. They need a better way to access specific details about individual customer status and aggregate customer data to forecast future success. They need to be able to answer the questions: Who are our target customers? Where are we most profitable? Where can we save money? Where should we invest? At the same time, they also need to know the status of any given project along with the expectations that have been set with the customer, and track it all in one, easy to access place. This is *exactly* what EHTC Technology Solutions and **Infuse** can do for your organization.



Customer Integration synchronizes customer information between Dynamics CRM and Dynamics SL, eliminating duplicate data entry and enabling you to always work with the most up-to-date customer information.

Order Integration provides a completely automated order process between CRM and Dynamics SL, including continuous updating of the order status information in Dynamics CRM and storing a read-only version of the invoice in Dynamics CRM.

Product Integration enables Dynamics CRM and Dynamics SL to work from the same pricing, product, and product availability information, and provides access to customer product history to ensure you have the latest information on customer orders and their buying habits.

Project Integration between Dynamics CRM and Dynamics SL Project Series provides the right view of the project in the tool that makes the most sense. Project Managers will continue to manage the project in SL, while Customer Service Representatives will use CRM to manage their project-related activities.

Intelligently integrate customer, orders, products and projects between Dynamics SL and Dynamics CRM in real-time and/or on a scheduled basis. Make these two great products work together as one great solution.

The Right Information in the Right Hands

Dynamics SL has won awards for its project management and accounting capabilities and industry experts continue to talk about why Dynamics CRM is becoming the industry leader for customer relationship management. They are valuable tools operating alone, but they really shine when they are working together. For a project-driven company, think of the possibilities if you could initiate a project in Dynamics SL when you complete a sale in Dynamics CRM. What if you could track all the communication activities related to a project, as they happen, in Dynamics CRM? And how much more efficient and effective could you be if you had visibility

into the status of a project while the customer was on the phone asking about it? Imagine what it would be like if the right people had access to the right information at the right time. **Infuse** has been providing benefits like these to distribution-focused companies for over five years; now we are extending them to project-driven companies as well. We can show you how **Infuse** will benefit your company.

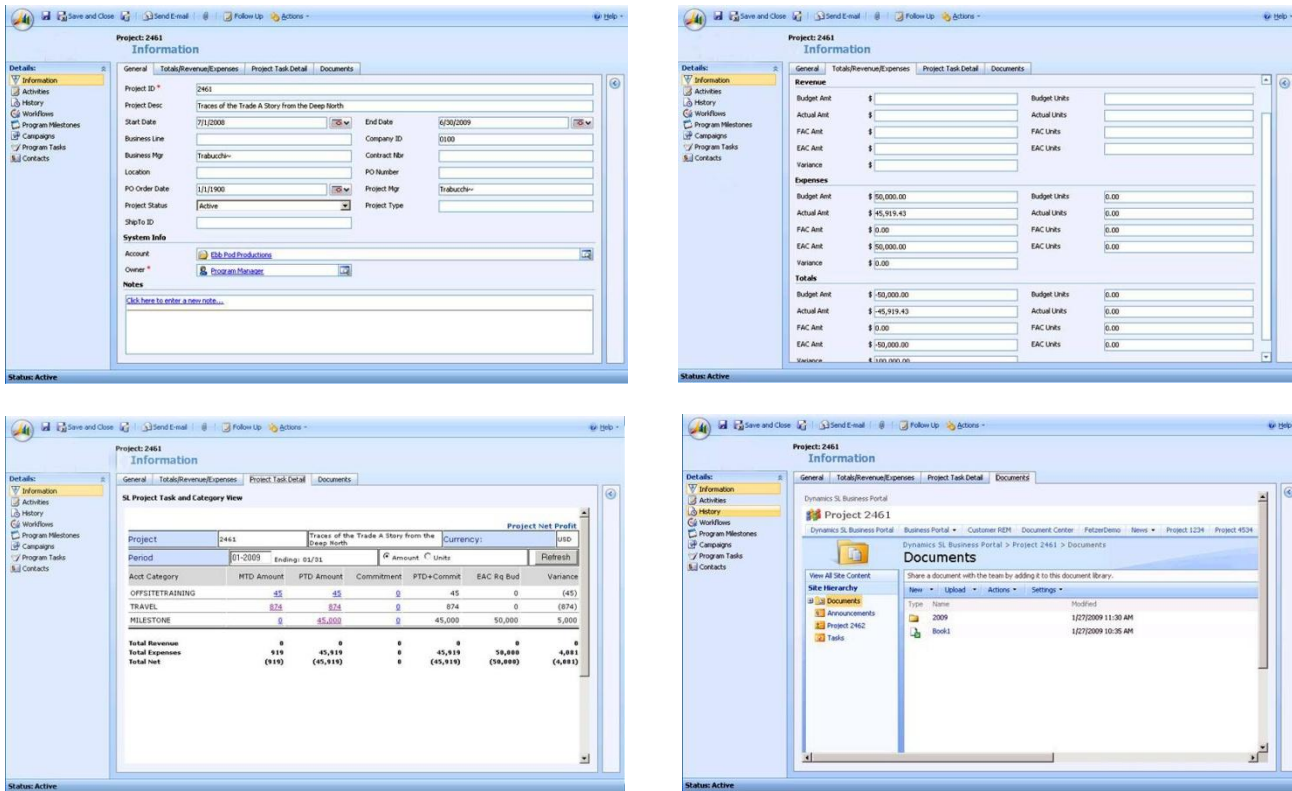


Figure 1 – View real-time Project information in CRM with drill-down capabilities and SharePoint site integration.

Beyond the Integration

Infuse is not a “one-size-fits all” package of software. You have a unique business. You are successful and have made a name for yourself by doing what you do best. Don’t force yourself into a mold by purchasing a solution that works the same for you as it does for everyone else.

Infuse is easily implementable and is based on the industry-proven Scribe Software Insight integration engine. Infuse is a solution that can adjust and adapt to your changing needs without the need for consultants with unique skill sets. Infuse was designed for and has utilities to allow periodic changes and additions to the data mappings.*

Infuse... a tool that can integrate beyond today’s scope and vision... even beyond the current Dynamics SL and Dynamics CRM products.

For More Information

Contact Pierre Hulsebus at 616.575.3482 or sales@ehtc.com. You can also visit our web site at www.ehtc.com/ehtc/Infuse.htm or contact your Microsoft Dynamics SL or Microsoft Dynamics CRM reseller.

* Data Mappings allow for dissimilar data in Dynamics SL and Dynamics CRM to be linked for automated integration. Without the right configuration tools, this process can require system down-time while source code is evaluated, modified and tested.