Microsoft® Navision Axapta®

Microsoft Navision Axapta Marketing Automation makes campaign administration and distribution easy.

Key Benefits:

- Target specific audiences
- Track allocation of resources
- Analyze campaign cost, resource usage and return on investment (ROI)
- Share information between marketing, sales and customer service departments

Key Features:

- Segments your audience into meaningful profiles
- Tree Structure to organize campaigns
- Simple report generation
- Marketing Encyclopedia

Microsoft Navision Axapta Marketing Automation

Microsoft Navision Axapta CRM Marketing Automation makes analysis of marketing activities easy by placing all relevant marketing information at your fingertips.

Segment your target audience into meaningful profiles.

Axapta Marketing Automation lets you segment your target audience into meaningful profiles. This helps you refine your marketing message, execute the campaign and track responses. Expenses related to the campaign are laid out in the campaign form: the cost of the campaign can be quickly compared with the revenue it has generated.

Easy report generation

Axapta CRM Marketing Automation makes reporting easy. A salesperson can look at a report and see exactly how many leads a campaign has generated and how much was spent getting each lead. From there, it's easy to determine your return on investment (ROI).

The key to successful direct marketing is to only give your contacts the information they need to hear. With Axapta CRM Marketing Automation, determining the right information for the right customers, planning, budgeting and follow-up of campaigns are all simple because the product guides you.

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A simple campaign structure

Each campaign is organized in a simple tree structure. The different campaign statuses have different icons giving you a clear indication as to which status the current campaign is in.

In order to keep the process as simple as possible, one employee has overall responsibility for each campaign while numerous employees can be assigned tasks within multiple campaigns.

Integration with the Axapta Project module

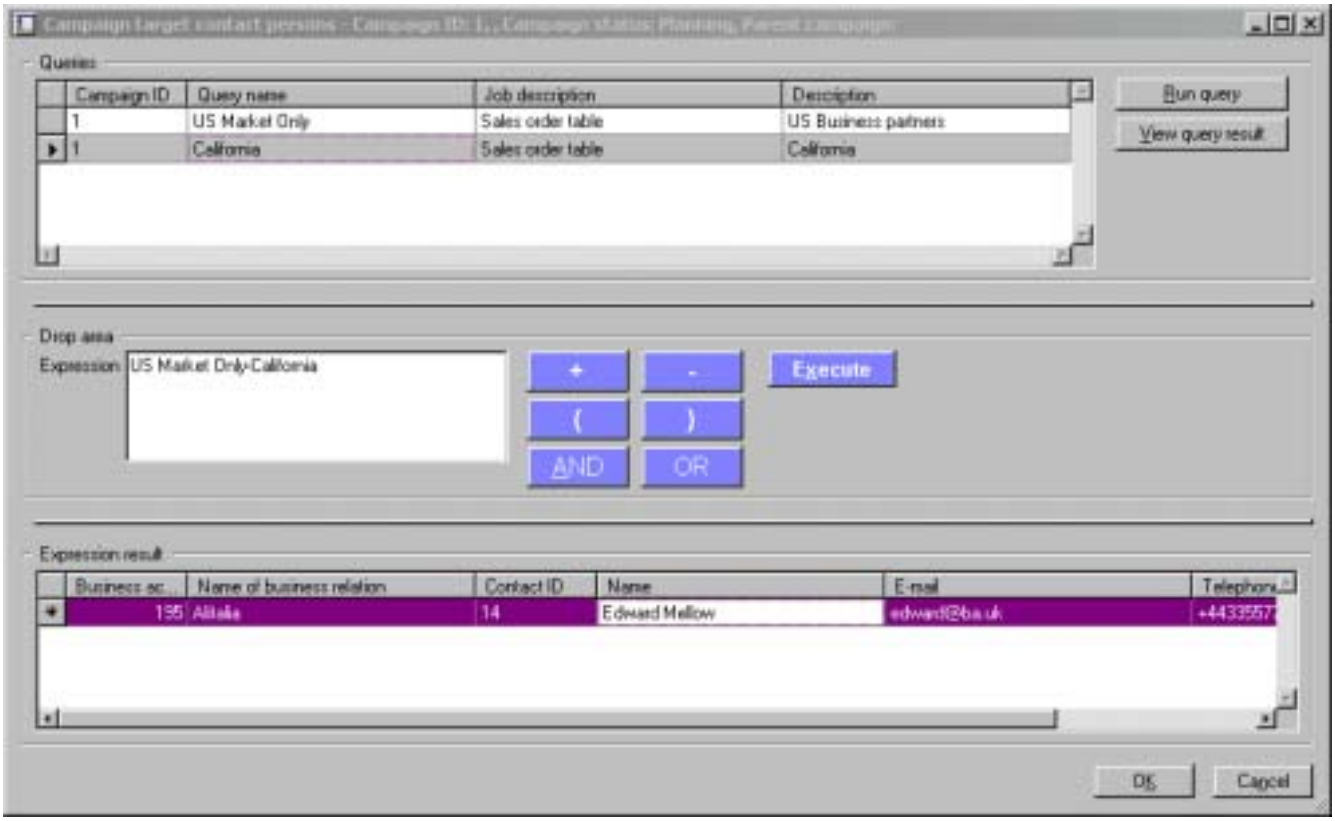
Imagine you are planning an extensive campaign targeted towards all of your 'class A' customers, offering a highly recommended course. The campaign will cost your company a sizeable amount of money. Ten employees will need to spend two weeks working on the campaign organizing advertising, direct marketing and generating a call list. In order to make the process as efficient as possible, Axapta CRM Marketing Automation lets you:

- Manually create a project within the Axapta Project module, which is linked to a campaign integrating the two modules.
- Use a function button in the campaign module, which automatically creates a project in the Axapta Project module. All necessary project/campaign information is automatically filled in.
- Register campaign/project cost including: item consumption, hours for the employees involved, costs related to telemarketing, advertising costs, costs related to mailing, and so on.
- All information registered in the project module will either be displayed in the campaign module so you can easily navigate to the right forms for the necessary information.

Defining targets

Defining and selecting a campaign target group is both the most difficult and the most important phase of campaign planning. The campaign selection/query tool will guide you through this task. Selection criteria are based on the information in the Axapta CRM database and can be modified by logical operators. You can add and remove targets from the selection and modify the target group to meet your requirements.

In addition, selections can be filtered so that you collect only the important contacts. All "hits" from the selection will be presented in a grid with the possibility to edit the presented data. You can save the selection in order to re-use the results in another campaign or in a follow-up campaign. You will also be able to use imported address lists through the import function in Axapta Customer Relationship Management.



Define specific target groups for all your campaigns

Web responses save data directly into your system

The Internet makes it faster and easier to respond to questionnaires. When a contact responds to a campaign via the Internet, the data goes directly into the Axapta database. These activities are stored in the Axapta CRM activities module and can easily be synchronized with Microsoft Outlook.

If the respondent fails to reply quickly or a response is not handled within a suitable timeframe, the impact of a campaign weakens. Automatic follow-up activities and easy-to-use answer registrations have been designed for this purpose. When responses start flowing in, users always have complete details on the target group, the contact persons who replied, the contact persons who didn't reply and the answers that were given to particular questions. When answers are registered, subsequent activities can automatically be generated based on those specific answers.

Marketing Encyclopedia

An important trend in front-office suites is the integration between sales, marketing and customer service. Resources that were developed in one area are relayed to a common repository accessible by

several business units. With access to a wider scope of valuable resources and information, both sales and marketing are better equipped to support business.

Contact your partner

To learn more about Microsoft Navision Axapta, contact your local Navision Solution Center. They have the expertise necessary to meet your specific business needs.

About Microsoft Business Solutions

Microsoft Business Solutions, which includes the businesses of Great Plains®, Microsoft bCentral™ and Navision a/s, offers a wide range of business applications designed to help small and midmarket businesses become more connected with customers, employees, partners and suppliers. Microsoft Business Solutions' applications automate end-to-end business processes across financials, distribution, project accounting, electronic commerce, human resources and payroll, manufacturing, supply chain management, business intelligence, sales and marketing management, and customer service and support. More information about Microsoft Business Solutions can be found at:

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Data Summary Sheet

Key Features	Description
Easy to use	• Intuitive layout and structure • User-adjustable menu • User-adjustable layout of master files and journals • Windows commands incl. 'copy and paste' from and to Axapta • Direct access to master files from journals • Advanced sorting and filter options • Built-in user help including an integrated manual • Option to mail and fax directly from Axapta • Application can be run in different languages
Campaign Overview	• Create campaigns based on selection of table fields in various tables • Campaign administration and distribution • Campaign window with all relevant information at your fingertips • Connection between campaigns and questionnaire, projects and Web response • Automatic creation of follow-up activities with synchronization to Microsoft Outlook • Broadcast the campaign via e-mail, Web, fax, letter, call lists • All common campaign reports available
Marketing Encyclopedia	• Common repository for all of your sales and marketing collateral • Exchange sales and marketing knowledge • Review sales material such as information on product line, products and price lists • Categorize sales and marketing materials for quick access (i.e. product line, white papers, graphics, and videos) • Access information in the encyclopedia which supports Web links, audio/video clips, presentations and graphical software • Track competitor information and trends by launching competitor websites for review

System Requirements

To obtain all of the features mentioned in this fact sheet, the following modules and technologies are required:

- Microsoft Navision Axapta 3.0
- Microsoft Navision Axapta Trade
- Microsoft Navision Axapta Project I
- Microsoft Navision Axapta Sales Force Automation
- Microsoft Navision Axapta Marketing Automation
- Microsoft Navision Axapta Questionnaire I (for web responses)
- Microsoft Navision Axapta Enterprise Portal Framework (for web responses)
- Microsoft Navision Axapta Questionnaire for Enterprise Portal (for web responses)
- Microsoft Internet Information Server (for web responses)

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