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## Microsoft Dynamics CRM "New rules of the game"

Avenir IT Solutions announces the release of Microsoft Dynamics CRM, a package of post-crisis business efficiency solutions which Microsoft calls the "New rules of the game". These utilities were devised to improve the efficiency of enterprises in conditions of economic instability.

### -- Why the New Rules are needed --

The new economic situation requires setting new priorities. Instead of high investments and other capital intensive activities, companies focus on reducing costs, and through accurate planning, develop customer-oriented work such as sales and marketing.

### -- How we do it --

Avenir IT Solutions provides business leaders with the tools necessary to monitor the market conditions and quickly make the right decisions. Microsoft CRM implemented by Avenir is the most cost-effective and easy-to-use solution to support and increase sales and customer relations.

The package "New rules of the game" of Microsoft Dynamics CRM especially designed for the Russian market includes seven ready-made solutions devised for business leaders to:

- Manage contact database;
- Work with current customers;
- Plan and forecast sales;
- Control marketing costs;
- Control incoming payments;
- Control outgoing payments;
- Manage work timetables (Timesheets)

### -- Benefits for your business --

The "New rules of the game" implemented by Avenir also include:

- A package of user manuals and methodological recommendations to deal with the following challenges: transparency, customer base, increase profitability, detailed financial information in the short and long term, monitoring the effectiveness of investments;
- Free setting up of solutions at the customer premises;
- Free audit of existing enterprise sales processes;
- Free use of the system for 90 days;
- Training of users + special sales & CRM training programs.

This package is an actual solution setting up working methods for sales and customer activities and enabling more contacts with customer and better quality of work with existing sales staff. As a result, sales figures improve with better margins, thus increasing earnings for your business as a whole.

Each business leader has to make sure that the crisis does not return to haunt his company. The market will remain challenging for years to come. Our proposal will enable businesses to deal with pressing the challenges. The low initial purchase cost of the system Microsoft Dynamics CRM makes it a powerful world-class business solution, which is already used by approximately 17,000 enterprises around the world. By using this system now, our clients will benefit from the methodological and technological basis necessary to keep and develop the competitive edge of their future business.

Our specialists are eager to tell you more about this innovative package of “New rules of the game” and show how it works in practice. Please, let us know if you would like us to give a personal presentation of all this at your own premises.

*Wishing you success with the coming spring,*



Jon Hellevig  
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