

# Scribe Microsoft Dynamics™ GP to Dynamics™ CRM Template

**“By integrating Dynamics CRM and Dynamics GP with Scribe Insight, the effectiveness of our sales staff has gone up significantly, and we can process orders 80% faster than the old manual approach.”**

–Bob Prayfrock, Director of IT & Operations, Voice & Data Networks

Scribe offers an integration solution that will maximize your Microsoft Dynamics GP and Dynamics CRM investment by supporting key customer-related business processes. Scribe empowers your Dynamics CRM application by identifying customer-focused information, pulling in critical data from Dynamics GP, and making it all work for you where you need it, when you need it.

Scribe templates represent complete or partial data integration or migration processes that have been developed using Scribe Insight. The Dynamics GP to Dynamics CRM Template is a highly functional “starting point” that supports key customer-related business processes. This template can be extended and customized to meet each customer’s needs.

This template supports three major business processes:

- ▶ **Customer integration** – synchronizes customer information between Dynamics GP and Dynamics CRM, 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 your Dynamics GP and Dynamics CRM applications, including submitting an order from Dynamics CRM, continuous updating of the latest order status information in Dynamics CRM.
- ▶ **Invoices** – invoices created in Dynamics GP feed back into Dynamics CRM

for read-only purposes.

- ▶ **Product integration** – enables your Dynamics GP and Dynamics CRM applications to work from the same pricing and product, and provides access to customer product history ensuring you have the latest information on their orders.

Scribe provides a number of these Templates to customers and partners as free downloads from the Scribe Web Community to support the successful deployment of Scribe Insight. Additionally, many Scribe Resellers have created their own Templates designed to meet specific market needs.

## Make your Dynamics applications work for you:

- ▶ Increase revenue
  - Generate accurate sales quotes
  - Execute on product focused sales campaigns
- ▶ Retain more customers
  - Have real-time customer data as you meet with them
  - Deliver the right products, on time
  - Have a complete and consistent customer profile across your systems
- ▶ Lower your selling costs
  - Streamline your quote and order processes
  - Eliminate duplicate data entry
  - Ensure order accuracy
- ▶ Improve your “Quote to Cash”
  - Minimize time between creating a customer quote, making the sale, and receiving payment
- ▶ Gain better business intelligence
  - Maximize your visibility into sales activity by customer and product

