

## Cisco Unified CallConnector for Microsoft Dynamics CRM

Cisco® Unified Communications is a complete IP communications system of voice, video, data, and mobility products and applications. It brings together all your voice and data communication onto a single network, to help you serve customers better, be more productive, and keep costs under control. Cisco Unified Communications brings people together by enabling a new way of communicating – where your business moves with you, network security is solid, and information is always available... whenever and wherever it is needed. Cisco Unified Communications is part of an integrated solution that includes network infrastructure, security, mobility, and network management products. Lifecycle services, flexible deployment and outsourced management options, end-user and partner financing packages, and third-party communications applications complete the solution.

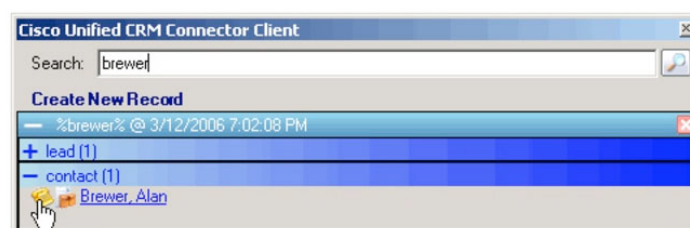
Cisco Unified CallConnector for Microsoft Dynamics CRM™ (customer relationship management) lets you deliver customer information to the computer screen of any customer-facing employee – the instant the customer calls. This free middleware application is part of the Cisco Unified Communications family. It integrates Cisco Unified Communications Manager Express (formerly known as Cisco Unified CallManager Express), Cisco Unified Communications Manager (formerly known as Cisco Unified CallManager), and Cisco Unified Contact Center Express with Microsoft Dynamics CRM 4.0. It empowers your employees with a complete view of customers, so they can deliver more informed, responsive service.

### Cisco Unified CallConnector for Microsoft Dynamics CRM Overview

- Quick and easy integration with Microsoft Dynamics CRM 4.0.
- Customer contact information displayed in Extensible Markup Language (XML) for any capable Cisco Unified IP Phones within the network – The XML lookup service allows lookup of any Microsoft Dynamics CRM contact to view account information with the option to dial the contact. Every customer-facing employee, including non-contact center employees such as those in accounting or shipping, can view the latest customer information to better answer customer inquiries and increase customer satisfaction.
- Productivity enhancement features for employees, such as screen pops, click-to-dial, and call tracking – The call information collected by Cisco Unified CallConnector for Microsoft Dynamics CRM allows companies to make better business decisions based on actual call metrics pertaining to employees and customers.

Figure 1 shows the user interface for Cisco Unified CallConnector for Microsoft Dynamics CRM.

**Figure 1.** Cisco Unified CallConnector for Microsoft Dynamics CRM User Interface



## Features

Cisco Unified CallConnector for Microsoft Dynamics CRM includes numerous productivity enhancement features. The application collects metrics that facilitate intelligent business decisions and help users save time on every phone call. Table 1 lists the main features in Cisco Unified CallConnector for Microsoft Dynamics CRM 4.0.

The Cisco Unified CallConnector for Microsoft Dynamics CRM 4.0 is also compatible with the hosted deployment model of Microsoft Dynamics CRM 4.0 whether hosted by a Microsoft CRM Dynamics Partner or hosted by the Microsoft Live service.

**Table 1.** Cisco Unified CallConnector for Microsoft Dynamics CRM Features

| Feature                                     | Description   |
|---|---|
| <b>Click-to-dial</b>                        | Allows clicking to dial from within a Microsoft Dynamics CRM contact record   |
| <b>Screen pops</b>                          | Provides screen pops of customer contact records or prepopulated phone call activity records  |
| <b>Call tracking</b>                        | Tracks and inserts call-related information automatically into phone call activity records, eliminating the need to manually enter call information   |
| <b>Call duration tracking</b>               | Tracks the actual call duration and inserts the time into the Microsoft Dynamics CRM phone call activity record   |
| <b>Associated customer service case pop</b> | Associates a Microsoft Dynamics CRM customer service case with any incoming call or available contact   |
| <b>Autodetect platform</b>                  | Automatically detects integration for Cisco Unified Communications Manager Express or Cisco Unified Communications Manager  |
| <b>Cisco platforms supported</b>            | Integrates with Cisco Communications Manager Express 4.0 and later, Cisco Unified Communications Manager 4.x, 5.x, and 6.x (including Business Edition), and Cisco Unified Contact Center Express 4.0 and later (Enhanced or Premium) versions. |
| <b>Microsoft platforms supported</b>        | Integrates with Microsoft Small Business Server 2003, Microsoft Windows Server 2003, Windows 2000 Professional, and Windows XP  |

Table 2 lists the supported deployment sizes for Cisco Unified CallConnector for Microsoft Dynamics CRM.

**Table 2.** Cisco Unified CallConnector for Microsoft Dynamics CRM 4.0 Supported Deployment Size

| Cisco Platform                                      | Number of Supported Cisco Unified IP Phones |
|---|---|
| <b>Cisco Unified Communications Manager Express</b> | Up to 240 IP phones                         |
| <b>Cisco Unified Communications Manager</b>         | Up to 250 IP phones                         |
| <b>Cisco Unified Contact Center Express</b>         | Up to 250 IP phones                         |

Note: All Cisco Unified IP Phones require the purchase of a phone technology license, regardless of the call protocol being used.

## For More Information Including Download Instructions for Qualified Partners

Please go to [www.cisco.com/en/US/products/ps6713/index.html](http://www.cisco.com/en/US/products/ps6713/index.html).



Americas Headquarters  
Cisco Systems, Inc.  
San Jose, CA

Asia Pacific Headquarters  
Cisco Systems (USA) Pte. Ltd.  
Singapore

Europe Headquarters  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

©2008 Cisco Systems, Inc. All rights reserved. CCDE, CCVP, Cisco Eos, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSF, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0801R)