

QAS for Microsoft® Dynamics CRM 2011



Improve and maintain data quality throughout your organisation

Data enters your organisation through multiple routes and channels. With customer, prospect and associated business partner information entering your MS CRM application daily, the risk of poor data quality is high. Accurate contact data is crucial to making the most out of any application and to guarantee effective relationship management. With organisations estimating they waste 19% of revenue on bad data¹, don't let your organisation be part of this statistic.

The solution: QAS for MS CRM 2011

QAS for MS CRM is a software solution that ensures only accurate contact data enters your CRM database. QAS for MS CRM works at the point of entry by verifying address details against authoritative data sources, to ensure valid and consistently formatted information is entered into your database. The solution is available in an On Premise environment, an On Demand environment or a hybrid of the two.

Business benefits

Reduce costs with On Demand solutions
Our On Demand solutions result in faster deployments meaning you are able to recognise an ROI on your investment sooner. They also mean a reduced need for IT infrastructure and resource helping to reduce costs. With our On Demand options, software upgrades and data updates are automatic meaning you never have to worry about using software or data that is not current. Our On Demand option supports Microsoft Dynamics CRM 2011 Online, as well as their on premise offering.

Increase ROI from your MS CRM investment

An application is only as good as the data stored within it. Investing in data quality from the outset will increase your ROI and ensure you are getting the most out of your MS CRM application.

Enhanced data analysis and reporting

With QAS for MS CRM, address records are accurate and consistent making database analysis easier and results more reliable. With QAS products you can also add valuable information such as names and

business data at point of capture to be confident you have a single customer view at all times. This also means you can effectively profile and segment your database for intelligent decision making and marketing.

Reduce data administration time and costs

QAS for MS CRM significantly reduces the keystrokes required to capture and record a full address as it enters your CRM application. As a result address data is entered accurately, errors are reduced and administrative time and costs are lowered.

Improved perception

Recording a contact's full address from minimal information creates a professional first impression. It eliminates problems with misheard or wrongly spelt information and ensures hand written addresses are accurately recorded. Correctly addressed communications and efficient delivery will also grow customers' confidence in your organisation.

Key features

- Available in an On Premise environment, an On Demand environment or a hybrid of the two
- Available as an integrated, off the shelf product for MS CRM 2011
- Allows simple searching which is intuitive for users
- Has the ability to append additional information such as names and business data
- Opportunity to search across international data
- Public sector organisations can access NPLG data

Platform and version availability

The solution is available for Microsoft® Dynamics CRM Sales and Microsoft® Dynamics CRM Customer Service

applications, and has been integrated into all versions up to version 4. QAS for MS CRM is available on Windows Server 2003 Standard, Enterprise or Web Editions.

How QAS for Microsoft® Dynamics CRM 2011 works

¹Experian QAS Global Research Report 2008

Professional Services and Technical Support

QAS for MS CRM is supported by Microsoft and Experian QAS Technical Support.

QAS Professional Services are at hand to ensure you get the most from your investment in QAS for MS CRM and any other of our products and services.

QAS Professional Services will also:

- Produce a data quality strategy and associated plan of action for the ongoing improvement of your data
- Prepare free audits on your databases to help you understand your data better
- Ensure a significant return on investment
- Significantly reduce reliance on external experts for future maintenance and enhancement of your system

Clean and maintain your data

QAS Batch is often used at the beginning of a data migration project to clean and standardise contact data. This ensures the data transferred to the new application is verified and up to date, and time and money are not wasted transferring incorrect records to the new application.

The Experian QAS & Microsoft partnership

Experian QAS are a Microsoft Dynamics partner and gold certified partners with Microsoft. We offer integrated, off the shelf, certified solutions for you to achieve data quality within your Microsoft application. Many customers across various sectors already benefit from these proven solutions.

About Experian QAS

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience. The CDM capabilities include data auditing and standardisation, validation and cleaning, matching, suppression and enhancement. Specialist authentication solutions are also offered to meet the growing demand for electronic identity verification in the wake of rising ID related crimes.

Award winning QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support.

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