



myCRM-Appliance
Objective Paper

By James Marzola



Authorized Partner

myCRM-Appliance

Rent vs Own?

There are two ways to deploy a Customer Relationship Management (CRM) system. Self-hosted or outsource it using a Rental Software-as-a-Service (SaaS) model.

myCRM-Appliance gives your company a fully functional Customer Relationship Management system that includes your choice of pre-installed *name brand* industry leading CRM software from Microsoft Dynamics CRM or Sage SalesLogix CRM. In addition, *myCRM-Appliance* includes Microsoft SQL 2008, Windows Server 2008, setup, training, network monitoring and support.

We use a CRM system for the results the system provides. It's like the story about buying drill bits. We buy drill bits, not because we like drill bits; it's because we're looking for the hole the drill bit produces, the results.

myCRM-Appliance provides the CRM results you're looking for. It includes a personalized guided set up process with a Certified CRM consultant to help you configure your system your way. Plus it includes personalized training (Bondurant like driver's education) for you and your users.



And what about support? *myCRM-Appliance* includes roadside assistance too. You receive 24x7 network monitoring and management that includes help desk support.

The Price is Right

The notion that a rented CRM system is cheaper than owning one is just plain wrong. Since you *own* the data that goes into the CRM system, why not *own* the CRM system too?

The “price” of using a rented CRM system may seem less expensive at first because you're paying for it on a monthly basis with no long term commitments and the impression that its “easy” to transition.

You pay as much or more in monthly payments to rent as you will to own your CRM system.

Own your own *made to order* CRM system instead of renting someone else's. (See below).

Item	# of Users	Monthly Fee Per User	Annual Fee	3 Year TCO
Rental CRM	25	\$60.00	\$18,000.00	\$54,000.00
myCRM-Appliance	25	\$59.00	\$17,700.00	\$53,100.00

You may be saying “We’re going to rent a CRM system because this is a temporary answer to our problem; we’ll buy a CRM system of our own before too long. We just need something we can use right away.”

That’s a valid argument. It reminds me when my children attended elementary and middle school. The “temporary” buildings, *that had been there for 15 years*, populated the school grounds.

We tend to treat software the same way. The pain of change keeps us chained to software long after its value is gone.

Ownership is a good thing. All things being equal, why rent a CRM system when you can own one for the same price? This way you can make the changes you want and adjust your CRM system to fit your business. As your business changes (and it will), remember the market shift starting in October 2008? You adjust *YOUR CRM* system to your changing business.

You’re in the Driver’s Seat

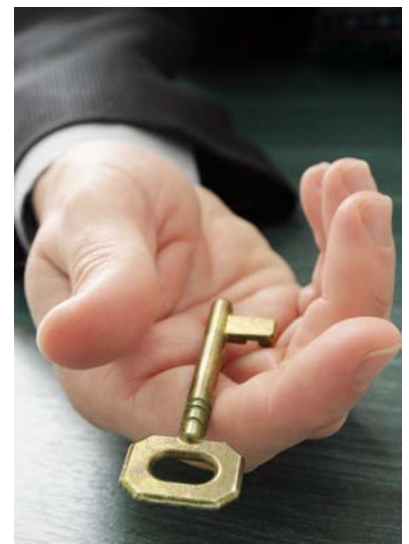
myCRM-Appliance arrives with your Microsoft Dynamics or SalesLogix CRM software installed. A few days later your Sales, Marketing, and Customer Service groups are using it.

myCRM-Appliance includes 40 hours of personalized configuration, setup, and training from a Certified CRM consultant. You work with your CRM consultant to set up your users, determine what security measures you want, sales processes, marketing templates, and email integration, to name a few.

The next step is to schedule your training.

Before you know it, you’re in the driver’s seat.

When questions arise, you have your built-in roadside assistance. You can email or call our support help desk for answers. In addition, your users have access to attend **FREE** monthly web training's.



You Can Have it Your Way

It's now three (3) months later and you start to feel what its like to have your sales, marketing, and customer service groups sharing information. You see what emails are being sent to what customers; you can easily find which customers are calling with questions; and you have insight into every salespersons pipeline and forecast.

Then something magical happens. *You want more.* You want to make changes to your CRM system so your users can do more of their routine tasks in less time. Some call this workflow. It's all about automating tasks - from sending a thank you email after an order is placed, to sending an email to your customer after a service request is completed, or follow up reminders on leads within days of returning from the tradeshow.



myCRM-Appliance is customizable to fit your requirements. You don't have to ask permission from your landlord if the changes you want to make are included with your monthly CRM rental fee.

You Own the Data

The reason you have your own data network is because you want *your data* available to you. You also want to protect it.

You own the data, so why not own the system your data is on?

myCRM-Appliance gives you the security of having *your data* available to you, protected by the precautions you take.

Having *your data* outside of your control means you don't have control of your data.

If you rent your CRM system, the day will arrive that you're ready to move *your data* from the rental system to your own CRM system. The rental CRM company knows you're leaving and now you have to trust them to give you your data.

I can hear you say, "It's my data, so shouldn't it be simple to get it?" It is simple to get companies and contacts, phone number and addresses, and even email addresses. But, what about all your notes, and history, and activities, of all your clients? Isn't that why you invested in a CRM system in the first place? If all you wanted were a way to track names and contacts, you

With your own *myCRM-Appliance* you own the software and the hardware that your data is on. All of your company's data is inside your *myCRM-Appliance*. You don't have to ask permission to access it or to download it.

Once you tell your CRM rental provider that you're going to terminate your service with them, what incentive do they have in giving you your data? It's your data, why should they care? If they can frustrate you enough and delay you in getting your data transferred then maybe you'll rethink leaving them.

Think this is far fetched? Talk to those who used a rental CRM service and ask them what their experience was like in getting all of *their data* downloaded.

myCRM-Appliance

One real advantage *myCRM-Appliance* provides is it helps small and medium sized companies take advantage of all the capabilities of a full-featured CRM system the way large corporations do; and do it with minimal time, effort, risk, and expense.

The "X" factor with *myCRM-Appliance* is the personalized involvement of a certified CRM consultant.

myCRM-Appliance is a self contained system that includes a rack mounted Intel® Microarchitecture (Nehalem) Processor server (a standalone tower is available), Windows 2008 Server operating system, Microsoft SQL Express Server 2008, your choice of either Microsoft Dynamics CRM or Sage SalesLogix CRM server license and between ten (10) to twenty-five (25) CRM user licenses; installation, configuration, training, network management, and ongoing help desk support (your roadside assistance).

Optional Items

- a. Integration with ERP Systems
 - Consona Made2Manage (M2M) v5.52, v5.6, v6.0
 - Consona Intuitive
 - Microsoft Dynamics GP
 - Custom



- b. Data Migration / Data Conversion
 - i. Sage ACT!
 - ii. GoldMine
 - iii. Salesforce.com
- c. Additional customization and implementation services available

myCRM-Appliance Details

1 u Intel® Microarchitecture (Nehalem) Processor

4xHS Intel UP Core i7 Superserver Base w/280W

Core i7 940 Nehalem 2.93GHz

1366 130W

(3) 2GB DDR3-1333 CL9 1.5V

(4) 80GB SATA2 7200RPM 3.5" drive

Windows 2008 OS Software

Microsoft SQL Express 2008



CRM Software:

Microsoft Dynamics CRM v4.0 or

Sage SalesLogix Standard v7.5 SP1

Network monitoring and management:

24x7 remote monitoring

Notification of problems

Trend Analysis:

CPU Utilization

Memory Utilization

Disk space availability

Event log monitoring

HTTP services

Hardware components (disk drives, power supplies, NICs)

Telephone help desk support

Implementation Services:

Analysis and Configuration

Needs Gathering - Configuration Parameters - Implementation Documentation

Users - Security Roles

AbilityCRM Use-Ability Pack
(Phone Numbers, Outlook Email, Sales Process, Email Notification)



Training

Sales:

Accounts / Contacts - Opportunity Management - Activity / Calendar - Attachments - Leads - Pipeline / Forecasting - Microsoft Word Integration for Quotes and Templates

Marketing:

Campaigns - Quick Campaigns - Templates - Marketing Lists

Customer Service:

Cases - Contracts / Contract Templates - Service Activities - Knowledge base - Subject Tree

myCRM-Appliance Pricing



Microsoft Dynamics CRM	Users	Purchase	36 Month Ownership Payment Plan
	10	\$25,320.00	\$103.00
	15	\$31,370.00	\$84.00
	20	\$37,420.00	\$75.00
	25	\$43,470.00	\$69.00

SAGE SALESLOGIX

Sage SalesLogix CRM	Users	Purchase	36 Month Ownership Payment Plan
	10	\$21,365.00	\$99.00
	15	\$25,205.00	\$79.00
	20	\$29,055.00	\$69.00
	25	\$32,890.00	\$64.00

- *Purchase Price Includes 12 months of Network Management and Help Desk Support
- *36 Month Ownership Plan includes 36 months of Network Management and Help Desk Support



AbilityCRM

- Software
- Consulting
- Implementation
- Help Desk
- Integration
- Business Analytics

AbilityCRM is your Customer Relationship Management (CRM) Business Partner of choice.

Call AbilityCRM to help you improve your business by using CRM software and use it more effectively.

Visit us at www.abilitycrm.com

Microsoft
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315 West Elliot Rd.
Suite 107-486
Tempe, AZ 85284
480-726-5400 (ofc)
www.abilitycrm.com