



Data Sheet

Cisco Unified CRM Connector 3.0

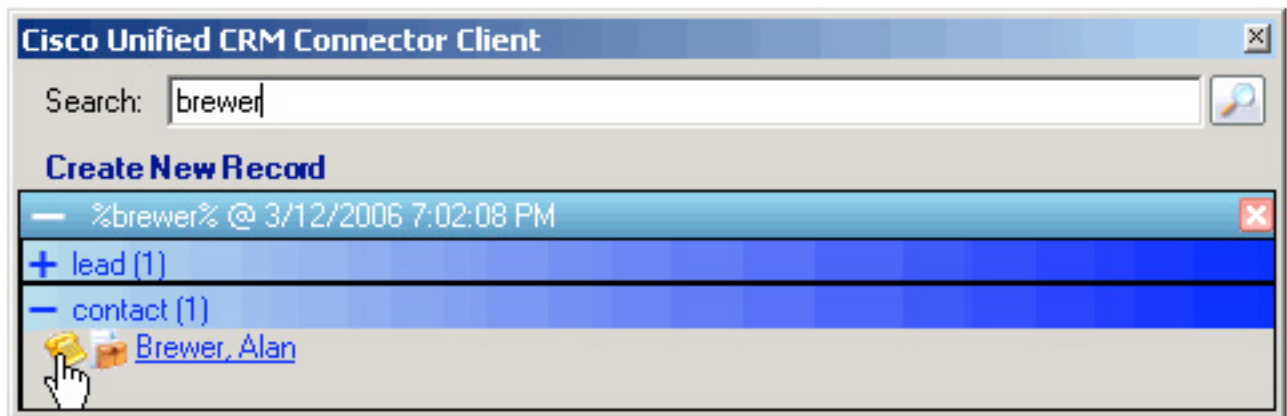
The Cisco® Unified CRM Connector, part of the Cisco Unified Communications family, is a **free** middleware application that integrates Cisco Unified CallManager Express, Cisco Unified CallManager, and Cisco Unified Contact Center Express with Microsoft Dynamics CRM 3.0 (Microsoft CRM).

Highlights of Cisco Unified CRM Connector 3.0:

- Integration with Microsoft Dynamics CRM 3.0.
- Enables customer contact information on XML screen display on for any capable Cisco IP Phones within the network. The XML lookup service allows you to lookup any Microsoft CRM contact to see account information, and also allows you to dial the contact from the XML Service. This increases productivity by reducing manual redialing. In addition, non-contact center employees such as those in accounting or shipping and receiving can view the latest customer information and can better answer customer inquiries, increasing customer satisfaction.
- Includes additional productivity enhancement features for employees like screen pops, click to dial, and call tracking. The call information collected by the Cisco Unified CRM Connector allows companies to make better business decisions based on actual call metrics pertaining employees or customers.

Figure 1 shows the user interface for Cisco Unified CRM.

Figure 1
Cisco Unified CRM Connector User Interface



Features

The Cisco Unified CRM Connector includes numerous productivity-enhancement features. The application collects metrics that enable intelligent business decisions and help users save time on every phone call. Table 1 lists the main features in Cisco Unified CRM Connector 3.0.

Table 1. Cisco Unified CRM Connector 3.0 Features

Feature	Description
Click-to-dial	Click-to-dial from within a Microsoft CRM contact record.
Screen pops	Provides screen pops of customer contact records or prepopulated phone call activity records.
Call tracking	Tracks and inserts call-related information automatically into phone call activity records, eliminating the need to manually enter call information.
Tracking call duration	Tracks the actual call duration and inserts the time into the Microsoft Dynamics CRM phone call activity record.
Pop associated customer service case	Associates Microsoft CRM Customer Service case with any incoming call or available contact.
Auto-detect platform	Detects integration automatically for Cisco Unified CallManager Express or Cisco Unified CallManager.
Cisco platforms supported	Integrates with Cisco Unified CallManager Express software releases 3.3, 3.4, and 4.0, Cisco Unified CallManager software releases 4.x and 5.x, and Cisco Unified Contact Center Express software release 4.0.
Microsoft platforms supported	Integrates with Microsoft Small Business Server 2003, Microsoft Windows Server 2003, Windows 2000 Professional, and Windows XP.

Table 2 lists the deployments sizes for the Cisco Unified CRM Connector.

Table 2. Cisco Unified CRM Connector 3.0 Supported Deployment Size

Cisco Platform	Number of Supported IP Phones
Cisco Unified CallManager Express	Up to 240 IP phones
Cisco Unified CallManager	Up to 250 IP phones
Cisco Unified Contact Center Express	Up to 250 IP phones

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

Download Information

Cisco partners and customers with a valid Cisco.com login can fill out the download form and get the Cisco Unified CRM Connector at **no charge** from: <http://www.cisco.com/cgi-bin/Software/Tablebuild/tablebuild.pl/CRM-Connector>.

Cisco Systems® and Microsoft have collaborated to establish a self-service Website that provides partners and resellers with everything you need to get a “fast start” on this growth opportunity. The Website includes a campaign kit with sales tools, end-user content, and demo scripts; a channel partner locator tool; a schedule of Cisco and Microsoft marketing events in your area; and a request form to schedule the Microsoft Across America truck for local events.

Please visit: <http://www.ciscomicrosoftsmb.com> for additional information.

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