

EDS CONTACT CENTER OUTSOURCING SOLUTION FOR MICROSOFT DYNAMICS CRM

END-TO-END CRM SOLUTIONS



Unlocking the hidden value in customer interactions

In today's increasingly competitive marketplace, it's not good enough for organizations to optimize customer experiences only during interactions. You need to harvest keen insights from those interactions to maximize the value of your customer franchise and to blend effectiveness with efficiency. You need the Contact Center Outsourcing Solution featuring Microsoft Dynamics CRM from EDS, an HP company.



THE POWER OF PROVEN SOLUTIONS

EDS recognizes Microsoft as a leader in business software and technology. Leveraging our rich history of working together, EDS and Microsoft have created a best-in-class solution to provide these services:

- **World-class delivery** - The alliance brings together best-practice processes, models and techniques to support consistent implementation of Microsoft Dynamics CRM to our leading enterprise clients globally.
- **Proven capabilities** - With EDS' services, customers can confidently purchase and deploy Microsoft Dynamics CRM across their enterprises. EDS provides implementation, integration, applications management, hosting and contact center outsourcing services.
- **Unparalleled flexibility** - EDS provides clients with the flexibility to deploy Microsoft Dynamics CRM in the delivery model that best meets their business requirements: on-site, hosted or outsourced to EDS.
- **Striking innovation** - As an Agility Alliance partner, Microsoft and EDS will continue to collaborate to develop and deliver new, innovative industry solutions to address customers' most critical business needs.
- **Superior economics** - By joining forces, customers will see a reduction in the total cost of ownership (TCO) and improved return on investment (ROI) from their EDS-delivered Microsoft Dynamics CRM deployment.

Do things right and do the right things

Organizations look to contact center outsourcing to reduce operational costs. Workforce management technologies and self-service capabilities combined with offshore capabilities help control costs. A contact center provides a great opportunity to serve and learn from your customers. To manage and optimize customer relationships effectively, you need a simple yet powerful tool to filter and collect valuable information from customer interactions conducted through voice and nonvoice channels.

Leverage customer data

Many vendors provide a customer relationship management (CRM) application without agents or agents without a CRM application. Our solution provides a CRM application with agents. We take advantage of the fact that we are dealing directly with your most precious company resource - your customers. Our solution supports your goals of providing your company a 360° view of your customers, knowing who are your most valuable customers, tailoring customer treatment based on value-based segmentation and personalizing customer interactions. Our solution offers business-proven solutions and implementation expertise to increase revenue, improve customer satisfaction, lower costs, improve quality and reduce risk:

- **Best-in-class** - EDS, an HP company, helps transform your business by redesigning business processes while configuring and implementing best-in-class enterprise applications and technology and providing ongoing functional and technical support.
- **Integration expertise** - EDS provides strategy, design, development and management services for enabling a service-oriented architecture (SOA). Our solution includes seamless information sharing to enable optimization and information visibility across the extended enterprise.
- **Flexible solutions** - Our enterprise application hosting services provide the ideal solution for organizations that need to focus on their core business, instead of system outages, security breaches and server downtime.
- **Complete customer life cycle support** - Our management and operation of multichannel contact centers support inbound and outbound interactions for marketing, sales and service. EDS combines its Best Shore® global delivery, highly trained agents and proven processes to meet clients' strategic business objectives of driving growth, increasing customer satisfaction and retention, reducing costs and mitigating risks.
- **Integrated quality framework** - We weave best practices into our global processes to enable consistent delivery of services while complying with international standards and protect the interests of our clients and their customers.

How EDS and Microsoft work together

With this alliance, EDS delivers successful Microsoft Dynamics CRM solutions. Together, we position your organization to respond to change as you leverage new technologies and reinvent your IT organization into a service-enabled enterprise.

EDS provides world-class contact center outsourcing capabilities. We are uniquely positioned to develop innovative, industry-focused CRM solutions to help improve your business performance and customer experience to drive consistent and measurable improvement in your everyday business processes.

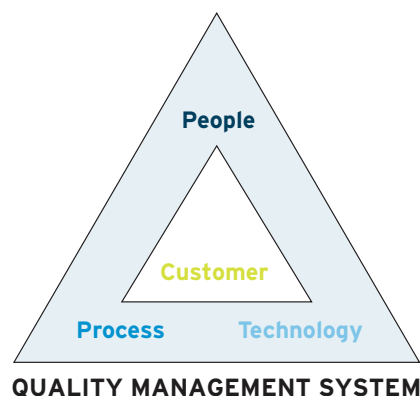
Microsoft Dynamics CRM is a highly flexible CRM system. It can grow and change alongside your organization because it's built on industry-standard technology that's both reliable and efficient.

OUR EXPERIENCE SPEAKS VOLUMES

Under the EDS Agility Alliance, EDS and Microsoft have combined Microsoft's technological innovation and business and information worker productivity solutions with EDS' deep industry expertise, frameworks and service excellence to create end-to-end solutions that improve our clients' efficiency and competitiveness.

- EDS has hundreds of CRM professionals in seven Best Shore locations, providing global application implementation, management and hosting services around the clock.
- EDS has 26,000 contact center professionals delivering CRM services on behalf of more than 450 clients from 155 locations in 26 countries in 48 languages.
- EDS has more than 5,000 Microsoft-certified professionals and 2,700 dedicated .NET developers.
- EDS has more than 30 years of business process outsourcing (BPO) experience and was ranked number two in North American Hosted Contact Centers by Frost & Sullivan in 2007.

EDS' Contact Center Outsourcing Solution



People

- Portfolio of agents with skills to meet your business needs
- Focused training and retention programs to increase effectiveness

Process

- Operational effectiveness to meet service level agreements
- Tailored customer interactions
- Management processes and tools provide an enterprise view of performance

Technology

- Standardized, leveraged enterprise technology services - reliable, scalable, secure
- Advanced routing capability ensures customers are connected to the appropriate resource the first time
- Multichannel self-service provides options for customer contact



TOTAL LIFE CYCLE SOLUTION

EDS brings more than 45 years of experience to ensure your applications portfolio and infrastructure align to your business priorities, operational requirements and budget needs. Our Microsoft Dynamics CRM solutions are Designed for Run™. We plan for agility, reducing your risk as you transform to an agile enterprise.

- **Plan for Agility™** - We reduce your risk as we assess, design, build and manage your Microsoft Dynamics CRM solution.
- **Build for Quality™** - Our standardized frameworks and disciplined testing practices cut development times, while ensuring quality and security.
- **Manage for Performance™** - We ensure that applications management services and productivity match your business priorities to help lower the total cost of ownership.

About the EDS Agility Alliance

The EDS Agility Alliance is a unique coalition of market-leading technology and business services providers aligned to build and deliver seamlessly integrated enterprisewide solutions. Together, our best-in-class, multisourcing approach offers the applications, business processes and IT solutions you need to meet your requirements for growth, productivity and innovation from a single business partner.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. www.microsoft.com.

About EDS

EDS, an HP company, is a leading global technology services provider, delivering business solutions to its customers. EDS founded the information technology outsourcing industry more than 46 years ago. Today, EDS delivers a broad portfolio of information technology and business process outsourcing services to customers in the manufacturing, financial services, healthcare, communications, energy, transportation, and consumer and retail industries, and to governments around the world.

EDS, an HP company
5400 Legacy Drive
Plano, Texas 75024

phone: 1 800 566 9337
visit: eds.com
e-mail: info@eds.com

