

Bluespring Edge™ for Microsoft Dynamics CRM

[Solution Overview](#)

A simple and affordable way to get advanced workflow automation and business intelligence from your CRM without depending on IT.

The Big Picture

Microsoft Dynamics CRM implementation teams are using Bluespring Edge to build competitive advantage by automating key Sales, Marketing, and Customer Service business processes.



What if you had an easy way (no coding!) to create more sophisticated business processes in your Microsoft Dynamics CRM without having to lean on IT resources? To improve visibility and automation in processes such as Lead Tracking, Campaign Management, Opportunity Management, etc. so you had better control of your business . . . in real time.

Bluespring Edge™ for Microsoft Dynamics CRM

Bluespring Edge™ is a full-featured software suite that is seamlessly integrated with Microsoft Dynamics CRM. It empowers key CRM stakeholders – within Sales, Marketing, Operations, Customer Service, etc. – to quickly configure, automate, and manage complex business processes without the need for extensive IT involvement or custom coding. Bluespring Edge is easy-to-learn and cost-effective to implement. Edge can instantly:

- Increase your ROI from investment in Microsoft Dynamics CRM
- Offer you the autonomy to design and manage your business processes the way you want

And, Bluespring Edge provides you a simple migration path to Microsoft Dynamics 2011.

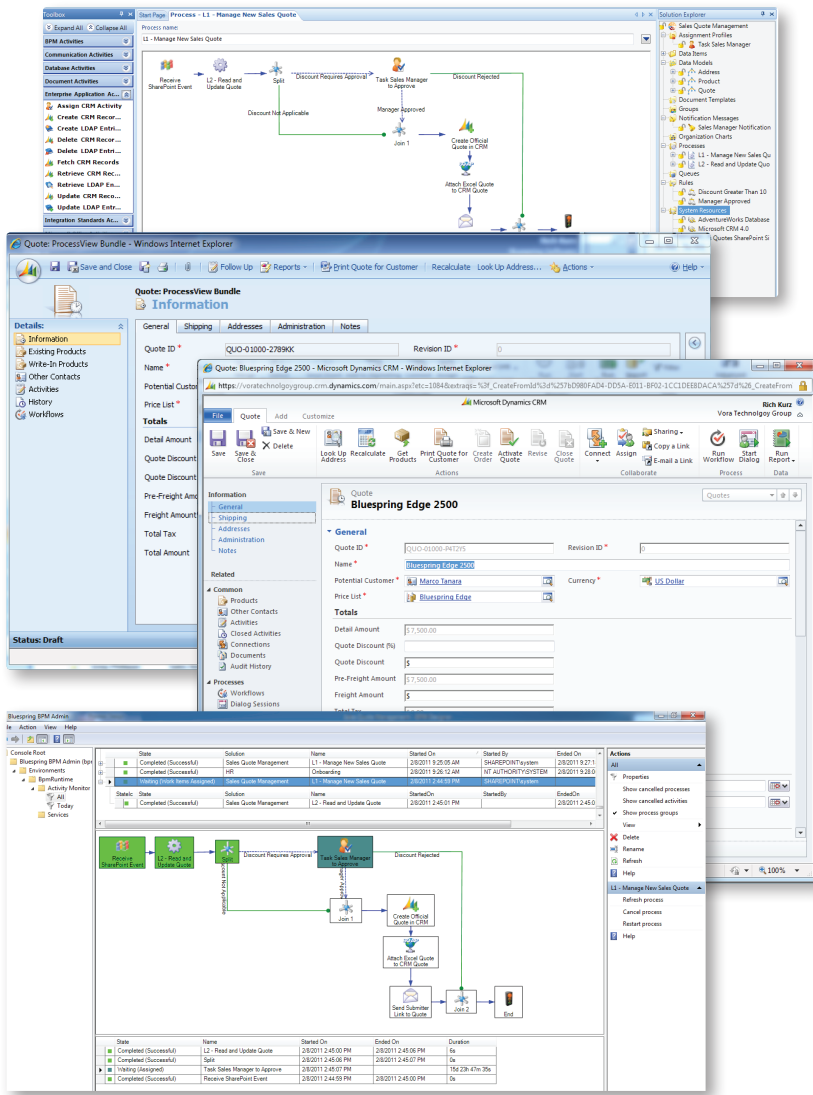
Offered with affordable licensing, built completely on the easily managed Microsoft technology platform, and backed by cost-effective support services, Bluespring Edge makes it simple for just about any organization to leverage the power of enterprise-class business process management within Microsoft Dynamics CRM.

Supercharge Your Microsoft Dynamics CRM

Microsoft Dynamics CRM and the xRM framework provide basic workflow to support Sales, Marketing, and Customer Service, but quickly fall short when processes become more complex (following multiple parallel paths, involving people from across the organization, or interacting with a diverse range of business systems and data sources). Before Bluespring Edge, companies had to schedule IT resources with programming skills to develop business processes that went beyond basic workflow – an expensive, long lead time activity.

Bluespring Edge provides the business process management tools needed so you can quickly configure, automate, and manage complex business processes without requiring extensive IT involvement.

Features	Benefits
Drag & drop business process configuration	Rapid development & deployment; reduced time-to-value
Ready-to-go activities for Microsoft Dynamics CRM, SharePoint, Exchange & Office	
Web-services enabled SOA; standards-based data and document access	Ability to deploy complex CRM-triggered business processes that interact with any number of enterprise systems, data sources, and people
Powerful business rules engine	
Real-time process visibility and controls	Ability to interactively monitor and manage processes, identify bottlenecks, and continuously improve performance
Process activity data capture, reporting & KPIs	



Whether Dynamics CRM 4 or 2011, visually configure end-to-end processes. View, track, and manage processes in real time.



- www.bluespringsoftware.com
- 10290 Alliance Road
Cincinnati, OH 45242
- 513.794.1764 | 877.794.1764

Bluespring Software is a leading provider of Business Process Innovation (BPI) products and services. Using a "Rapid Process Assessment" methodology combined with advanced solutions for Business Process Analysis (BPA), Business Process Management (BPM) and Operational Excellence (OE), Bluespring helps organizations clearly understand and significantly improve key business processes in order to reduce cost, increase customer responsiveness, ensure quality, maintain compliance, and support growth. From process discovery and analysis through design, automation, management and optimization, Bluespring has the expertise, services and tools to support every stage of the BPI Life Cycle.

Powerful, Yet Easy to Use

Bluespring Edge is far more powerful than basic Microsoft Dynamics CRM workflow capabilities, while being much easier to use for processes that go beyond simple workflows within a single entity. With Bluespring Edge, you can:

- Enable business analysts to collaborate with process owners and other business people to visually configure, review, and refine business processes.
- Create end-to-end, multi-path business processes that involve complex business rules, tie together disparate systems, and dynamically create or manipulate documents and e-mail messages.
- Configure and deploy unified business processes WITHOUT the need to use technical development tools such as the Microsoft Dynamics CRM SDK and Windows Workflow Foundation to create custom code.
- Provide users with real-time visibility that enables them to see the location of individual items (e.g. a quote or order) within an operating process, identify current bottlenecks, and use real-time controls to make process adjustments "on the fly."
- Automatically capture and report process performance KPIs (e.g. incident arrival rate, customer service demand, and case resolution time) to support process analysis and continuous improvement.

Robust Process Management Capabilities

Bluespring Edge provides a visual drag & drop business process design environment that makes process design fast and easy. It includes a comprehensive library of standard activities, including pre-built Microsoft CRM activities such as the ability to automatically launch a process based upon an event occurring within Dynamics CRM. Comprehensive SharePoint and Office activities are built-in as well.

Bluespring Edge has a web-services enabled Service Oriented Architecture (SOA) and supports standards-based integration with all enterprise systems, data, and documents. It includes a sophisticated business rules engine, along with highly flexible workflow controls for human interaction. And it provides a robust, run-time environment suitable for mission-critical business processes with real-time process monitoring, controls and KPI reporting.

If you are a...	Bluespring Edge enables you to...
Enterprise CRM Implementation Team	Easily create, deploy & manage capabilities that: <ul style="list-style-type: none"> • Automate complex business processes triggered by CRM events • Provide CRM users with up-to-date information from other systems to support intelligent business decisions • Migrate your customized processes to Dynamics 2011 in the cloud or on an on premise solution in minutes
Microsoft Dynamics CRM Partner or ISV	Rapidly produce solutions that: <ul style="list-style-type: none"> • Address unique customer needs • Differentiate from competition • Better leverage your development resources • Provide a foundation for your customers to collaborate and grow their CRM solutions