



INFORMATION PRESSE

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Cisco Unified CRM Connector 3.0 est disponible en français

- Cisco® Unified CRM Connector 3.0, application de gestion de la relation client (CRM), s'intègre étroitement à Microsoft Dynamics CRM 3.0.
- La solution de Cisco aide les PME à accéder rapidement, depuis l'entreprise ou à distance, aux informations relatives aux appels entrants ou sortants, pour augmenter l'efficacité opérationnelle et établir une meilleure relation client.

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Cisco Unified CRM Connector Available in French Allowing SMBs to Improve Productivity and Deliver Superior Customer Service

Integrated Cisco and Microsoft CRM Offering Translated with Extensive Partner Tools

AMSTERDAM, The Netherlands, November 1, 2006 - Cisco Systems®, Inc. today announced, with the support of Microsoft, that the Cisco® Unified CRM Connector 3.0 is now available in French among a total of 20 others languages. The Cisco® Unified CRM Connector 3.0 is a customer relationship management (CRM) application tightly integrated with Microsoft Dynamics CRM 3.0. The solution helps small and medium-sized businesses (SMBs) quickly gain access to customer information on inbound and outbound calls, with a view to increasing operational efficiency and providing an improved customer experience.

The Cisco Unified CRM Connector 3.0 provides users with a complete view of the customer, including current and past purchases, sales information, order status, account relationships and billing information. Allowing companies to focus their entire operations on customers, the solution helps SMBs develop customer service excellence by providing all employees with access to caller data quickly and simply. This helps companies build stronger, more profitable relationships with their clients, increase competitiveness and minimise costs as part of long-term IT development.

When a call is received by an SMB using Cisco Unified CallManager or Cisco Unified CallManager Express, the Cisco Unified CRM Connector 3.0 automatically links to the Microsoft Dynamics CRM system and provides onscreen pop-up windows of the customer contact record and phone call activity so that the service agent can track the call. The same information and capabilities are also accessible remotely, so sales and service personnel in the field can also connect into the network quickly. New customer data or phone call information is uploaded back into the system, so the next interaction with the customer picks up where the last one left off.

Edzard Overbeek, Vice President, Commercial, Operations & Planning - Europe Cisco Systems, Inc, said: "Seventy per cent of all customer interactions take place over the phone. Companies that fail to establish strong relationships with their customers via this vital means of communication will not be as competitive as they could be."

"Historically SMBs have not had access to solutions that provide real-time and in-depth information about their customers. With the Unified CRM Connector 3.0 available in french, SMBs can now benefit from a smart, simple and reliable solution that should allow them to increase operational efficiency, reduce costs and speed up responses to their customers. This development illustrates our ongoing commitment to SMBs."

"The combination of Cisco Unified Communications with Microsoft Dynamics CRM helps companies increase employee productivity and customer satisfaction while reducing costs," said Brad Wilson, General Manager, Microsoft Dynamics CRM at Microsoft Corp. "Our collaboration with Cisco allows us to provide a proven and integrated solution that helps businesses build stronger more profitable relationships with their customers."

"Present in the furnishing and fitting fields for four generations, LMC maintains a special relationship with all furnishing professionals, from the craftsmen to the industrialists without forgetting a network of partners of large brands. It was thus essential to federate all the stages of our client relationship and to access information in real time. We entrusted our client relationship project to Activeo and made the choice to integrate the solution Microsoft Dynamics CRM into our IP contact centre from Cisco Systems. Today, we have more effective management and follow-up of our customer base and a solution perfectly matched to our technical and functional needs", explains Eric Jacquart, Marketing Manager of LMC, France.

The Cisco Unified CRM Connector 3.0 is available for Cisco Unified CallManager Express, Cisco Unified CallManager, and Cisco Unified Contact Center Express. The new CRM application is now equipped with auto detect, which identifies which Cisco IP platform is currently being used. A wide range of Cisco Unified IP phones are supported, from the entry-level Cisco Unified IP Phone 7902G to the advanced Cisco Unified IP Phone 7970G.

Channel Partner Tool Launched in Local Languages

The newly translated Cisco Unified CRM Connector 3.0 is delivered through a unique alliance of Cisco and Microsoft SMB focused distribution partners. To assist these companies, Cisco has introduced the Fast Start programme. This is now available in 10 of the most common languages, providing resources to help partners sell Cisco Unified Communications and Microsoft Dynamics CRM solutions. In collaboration, the two companies have introduced a comprehensive channel and partner self-service website to support the effective delivery of complete solutions to SMBs. This reduces the time taken to get a solution installed, with a view to companies benefiting from their investment quickly and simply.

"Cisco's Unified CRM Connector for Microsoft Dynamics CRM 3.0 gives Activeo the capability to deliver unique business value to its customers", said Joseph Kort, President and CEO of distribution partner Activeo, based in France.

The Fast Start website includes self-service resources such as Cisco Unified CRM Connector 3.0 Flash demonstration, the Cisco and Microsoft partner locator, sales tools and demonstration script, the event-in-a-box and demand-generation campaign kit and end-user content.

For more information on the Cisco Unified CRM Connector 3.0, visit www.cisco.com/go/microsoftsmb. For more information on the Cisco Fast Start partner programme, visit www.ciscomicrosoftsmb.com.

À propos de Cisco Systems

Cisco Systems, Inc. (NASDAQ : CSCO), est le premier fournisseur mondial de solutions réseaux pour Internet. Toutes les informations relatives à Cisco sont disponibles à l'adresse <http://www.cisco.com>.

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