



<b>Microsoft CRM 4.0 Benefits</b>	<b>Microsoft Live 4.0</b>	<b>On Premise Install MS CRM 4.0</b>	<b>GoIWX Hosted MS CRM 4.0</b>
Microsoft CRM 4.0 Software	X	X	X
Accessed through Outlook or web	X	X	X
Configurations and Customization Capabilities	X	X	X
Rent Software Versus Purchase	X		X
Doesn't require Dedicated personnel	X	X	X
Add Custom Code to CRM 4.0		X	X
Back Office integration		X	X
Customer Stays engaged with Partner		X	X
Partner provides services for implementation		X	X
Billed monthly for usage			X
Flexibility to add Custom Applications			X

**We make Software + Service (S+S) work for our Partners...**

1. We keep you, our Partner, in front of your customer, for Professional Services. When the end customer requires services do you want them calling Microsoft direct, or do you want to stay in control of the customer.
2. Partner Hosted Customers have a higher satisfaction with the solution provided by the Partner. Plus they are willing to spend more money for Professional Services to get even more out of the solution.
3. One call can solve it all. Customers call the Call Center for both technical and application support. If it is application related, the call is relayed to the partner to work with the customer.
4. Partner Hosted has "abilities" - The GoIWX partnership model provides:
  - 4.1. Scalability – Can add additional applications like ERP, Financial, Exchange and more to the end customer's experience.
  - 4.2. Adaptability – Partners can adapt quickly to the customers changing business needs.
  - 4.3. Flexibility – The Partner can do more because they have full administrative rights over the environments.
  - 4.4. Connect-ability – Easier to integrate and connect other line of business applications.
5. Partner Hosted keeps your sales people selling versus calling account for status updates.
6. More revenue and better margins from the end customer because they stay connected to the partner.
7. Integration to office automation tools (SharePoint, Exchange Office) and Line of Business Applications (CRM/ERP).