

**Quick Glance**

**Cincom Acquire for Microsoft Dynamics CRM solution features:**

- **Robust Configure, Price, Quote** – Real-time access to the product catalog and pricing rules
- **Out-of-the-Box Distributor/ Partner Portal** – 360° view of external and internal sales channels
- **Guided Selling/Call Scripting** – Provide cross-selling and upselling to sales channels
- **Service Maintenance and Repair Intelligence**
- **Quote and Proposal Documents** – Instantly generated at the point of sale
- **Device Independent** – Built on HTML5 and CSS3
- **Multi-language and Multi-currency**

**Consider Cincom Acquire for Microsoft Dynamics CRM to:**

- Close deals up to 80 percent faster
- Configure products and services
- Produce perfect quotes and customized proposals for your customers, prospects and dealers
- Extend product, pricing and discounting knowledge to your field reps, channel sales and dealers
- Create clear visibility to all sales activity across all channels

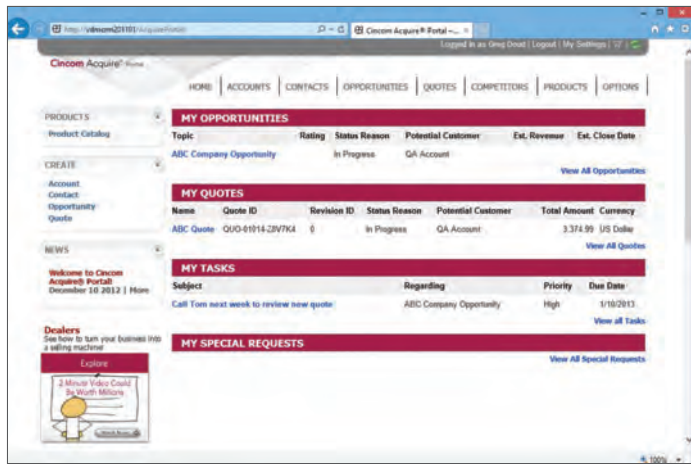
# Cincom Acquire® for Microsoft Dynamics® CRM: a Total Selling Solution

Combine your Direct and Indirect Sales into one Dynamic Team



## Get a 360-Degree View of Sales Activity across All Channels

How much better would your business be if you could put serious sales knowledge at the fingertips of your dealers and have a complete, 360-degree view of your entire pipeline across all sales channels? Cincom and Microsoft have combined their expertise and developed Cincom Acquire for Microsoft Dynamics CRM. It's an easy-to-use web application that enables your sales force and channel partners to configure, price and quote even the most complex products and services right at the point of sale. Powered by the Cincom Guru™ business rules engine, you can ensure that your customers "get the right product" and that you "get the product right." Cincom + Microsoft are making complex selling simple.

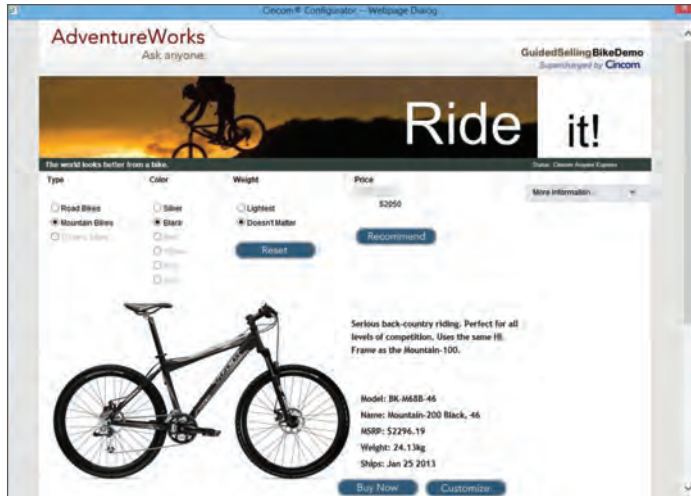


Dealer Portal Home Page: your dealers' view to all sales activities

## Product features include:

### Guided Selling

Sell more with the guided-selling capabilities of Acquire for Dynamics CRM. Acquire simplifies and automates the deployment and maintenance of complex product options. Accurately analyze customer needs and guide them to the right products and specifications. Deliver on-demand information to buyers and identify and recommend complementary products and services using Acquire's intelligent cross-selling and upselling capabilities.

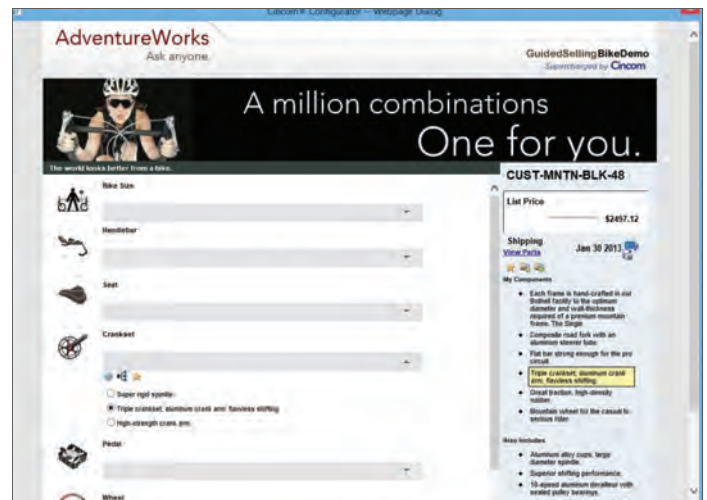


Guided selling made simple for your company and for your customer

### Product Configuration

Cincom Acquire provides a knowledge-based, configuration and modeling environment powered by the Cincom Guru™ knowledge engine. This gives you unprecedented ability to automate, streamline and control your sales and configuration processes. Sales teams and dealers no longer need to "chase down the experts" to get the knowledge they need to put together pricing and quotes for configured products. All information is now available at the point of sale in real time, making it easy for customers to buy from you and ensuring that your representatives spend their time selling.

Your administrators have control of the user experience. Behind the scenes, the Cincom Guru knowledge engine provides intuitive, graphical tools to manage decisions, constraints and recommendations.



Cincom Guru's declarative rules minimize maintenance and ensure that customers "get the right product" and that you "get the product right."

### Complex Pricing and Discounting

Acquire has the ability to return a calculated price based on the specific options or components that the user selects (feature-based pricing). In addition, advanced comprehensive rule-based pricing, bundling and discounting is managed through the Cincom Guru knowledge engine—either for individual quote lines or for the entire quote. As new products or services are added to the product catalog, Acquire's intuitive administration capabilities make it easy to maintain all associated price lists, along with the product and service details.

Acquire also supports the costing and pricing of "customer specials" on an exception basis.

### Advanced Product Catalog

#### Product Definition

The Advanced Product Catalog provides a visual and intuitive way for any user to navigate and locate a solution to be included in any quote. The catalog is intelligent in that administrators can build rules to determine the products, prices and supporting content visible to any user based on their role.

The catalog provides intuitive functions to manage detailed descriptions, technical specifications, product-feature highlights, images, associated literature and configuration templates—all in multiple languages—making it easy for a business user to administer. The catalog supports definition of standard stocked items and services, dealer-delivered components as well as configured products, services and solutions.

## Product Options

Product Options Management provides a simple repository for all configuration options (components and features) used to configure a solution. Each feature and option is defined along with supporting multi-language descriptions, images and text that can be used in knowledge-based configurator models and in the quote and proposal documents generated for the customer.

## Customer Specials

The Advanced Catalog allows the administrator to identify whether “customer specials” are permitted for any configuration options (allows requests for one-off components to support unique configurations that are not available as selectable options in the configuration rules). Cincom Acquire for Microsoft CRM provides the process flow to support the request, definition and pricing of “specials.” Once defined, “customer specials” can be “one-off” (unique to a given quote/account), reusable (utilized across multiple quotes/accounts) and optionally turned into a standard option. Specials can be included in quote and proposal records generated for the customer.

## Proposal and Document Generation

Acquire makes it fast and easy to create professional, customized, content-rich proposals that will impress your customers and help you win more business. Simply select the custom content you want (including multiple, specific, configured lines), and click “generate” to instantly produce your proposal. Acquire can create fast, accurate proposals within seconds, even as your salespeople are sitting in your customer’s office.

## Central Foundation Data, Zero Replication

Acquire accesses, extends and leverages the Microsoft Dynamics CRM platform to store and manage all data—including accounts, contacts, products, pricing and quotes. That means there is a single shared data source with zero data replication so that all CRM reports, analytics and third-party products work seamlessly.

This enables you to centrally manage and efficiently maintain all data across all of your sales channels on a single platform.

## Product Features

- Product Knowledge Management
- Product Catalog
- Product Options and Specials
- Distributer/Partner Portal
- Guided Selling/Call Scripting
- Product and Service Configuration

- Dynamic Rules-based Pricing
- Quotation Management
- Sales and Manufacturing Order Configuration
- Proposal and Document Generation
- Service Maintenance and Repair Intelligence
- Device Independent
- Reporting and Analytics
- System and User Administration
- Role-based Security
- Language and Localization Support
- Enterprise XML Integration Adapters

## Reports, Analytics and Dashboards

Cincom Acquire for MS CRM data works with the reporting, analytics and dashboards built into Microsoft CRM.

## Powered by Cincom Guru

### The Right People, Making the Right Decisions, Right Now!

Cincom Guru is a simple-to-use, knowledge-based environment that powers Cincom Acquire. Guru automates business rules to integrate knowledge into your existing systems and processes. Applications supported by Guru enable business experts to easily input their critical knowledge using intuitive, graphical tools. Business users can create, modify and manage rules that automate complex decisions, validate choices and configure their products, prices and proposals—all without the need for programmers. For more on Guru, see the Guru Data Sheet or go to [guru.cincom.com](http://guru.cincom.com).

## Implementation Benefits

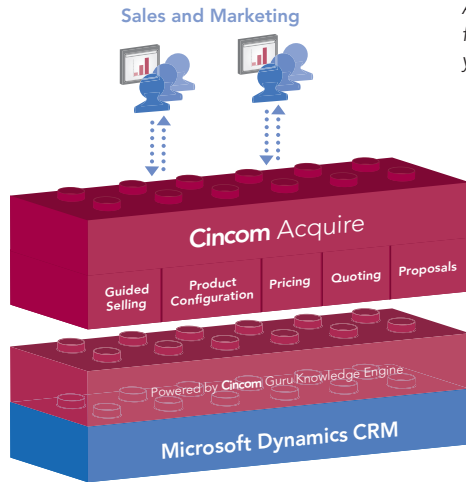
Keeping the end-use and the end-user in mind, implementing Cincom Acquire for Microsoft Dynamics CRM helps manage complexity while utilizing the familiar Microsoft Dynamics CRM interface for an integrated native user experience. Benefits include:

### Reduced plugin development

- The Acquire solution allows your Business Analysts to capture the business logic in visual rules vs. writing your business logic in .NET plugin code.

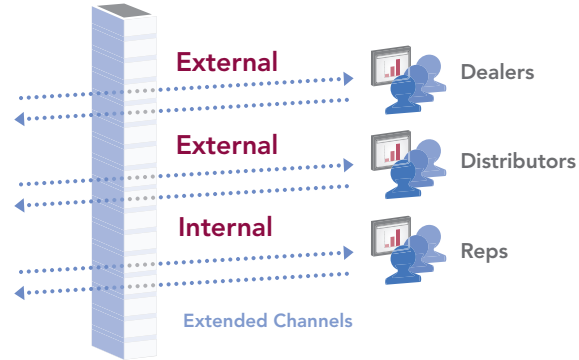
### Reduced portal development

- Our Out Of the Box portal is integrated with Dynamics CRM. There is no need to reinvent the wheel and develop another portal for your dealers and partners.



## Extend Sales Power to Your Dealers, Distributors and Reps

Acquire for MS CRM puts powerful pricing, quoting and proposal tools at the fingertips of your internal sales team and external channels, making it easy for your customers to buy from you.



### Reduced mobile development

- Our user forms are built on HTML5 and CSS3, ensuring your users will have the same experience regardless of their device.

### Reduced multiple ISV's

- The Acquire solution has many capabilities across Sales and Service, reducing the customers dependence on multiple ISV's solutions.

### Increased implementation speed to market

- Acquire for CRM simply makes it easier to design, build, test and deploy solutions. Measurable ROI's can be achieved utilizing our solution.

### Increased client partnership and underlying business knowledge

- Utilizing the Acquire for CRM solution, the partner works closely with the client to map out their business logic and model their business rules in a graphical tree structure that visually shows the logic flow and is easy to understand.

## Outsmart. Outsell.

Cincom Acquire for Microsoft Dynamics CRM transforms your sales processes by automating and streamlining the sale of your complex products and services for all sales channels. You can:

- Sell 80 percent faster
- Achieve ROIs of up to \$30 for each dollar invested
- Create transparency across organizational boundaries empowering more people to make better decisions faster
- Integrate sales, marketing, configuring, pricing, quoting and customer-service solutions across all

## Let's Talk

Tell us about your sales challenges and let us help you make complex selling simple.

Give us a call at 1-877-244-2308 or e-mail [acquire@cincom.com](mailto:acquire@cincom.com). Or visit us at [acquire.cincom.com](http://acquire.cincom.com).

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