

Take Customer Relationship Management to the next level with Artesian

MAXIMISE THE
VALUE OF YOUR
MICROSOFT DYNAMICS
SOLUTION

CRM solutions have become an indispensable part of the sales and marketing technology stack. The ability to store and quickly retrieve vast amounts of data, coupled with advanced reporting, campaign tools and countless other features provided by complementary applications, has improved sales and marketing efficiency, and transformed customer service.

CRM solutions are static environments but your customers' worlds are changing every day. By augmenting your CRM solution with a dynamic stream of business intelligence, you'll see an improvement in sales forecasting accuracy, create meaningful engagements and accelerate pipeline deals.

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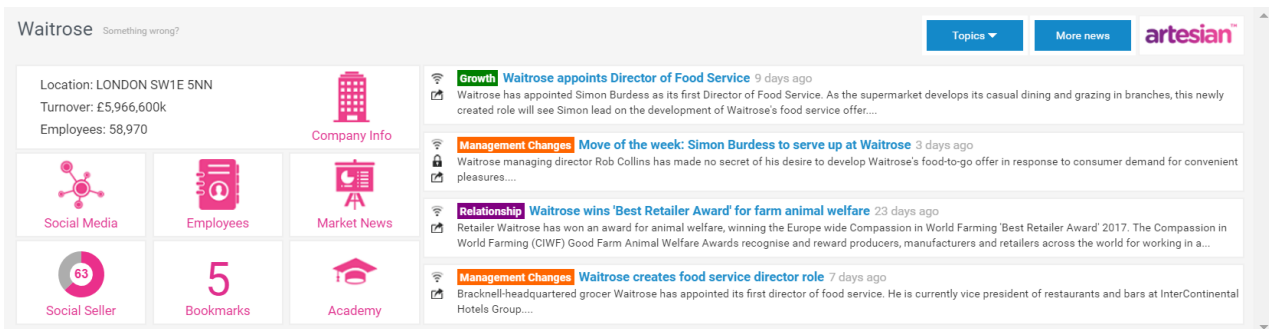
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HOW DO WE HELP...

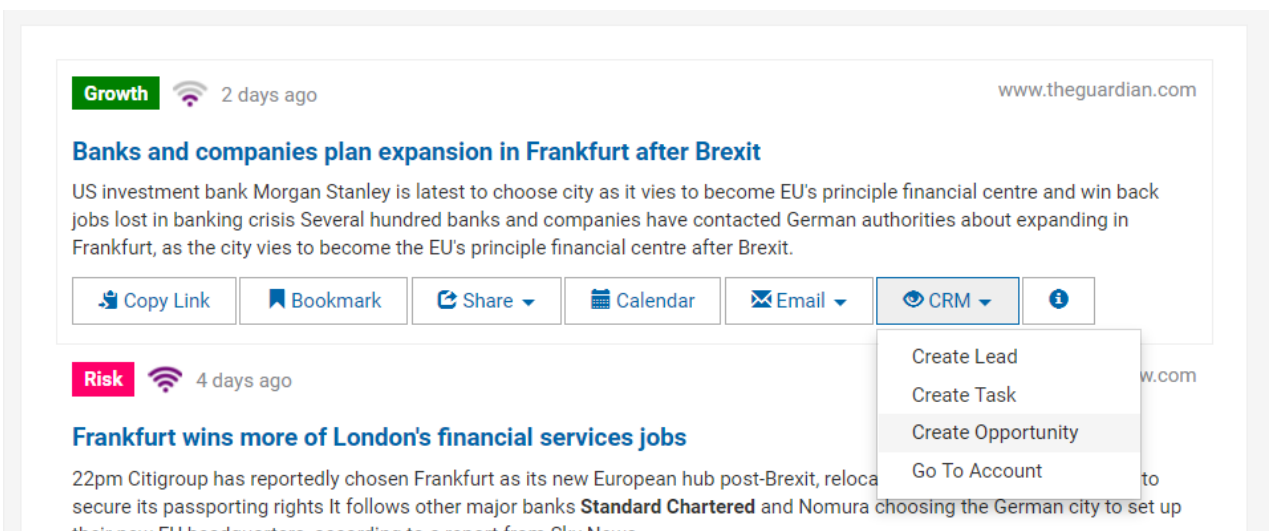
When Artesian integrates with Microsoft Dynamics, we provide an information panel against your Accounts and Opportunities within your CRM.

The panel provides some high level information on the associated account and also allows the user to click through to more news, people and company information, hosted on the Artesian interface.



CRM is an integral part of a customer facing professional's day; integrating Artesian into your CRM allows your team to access valuable insight about their prospects and customers exactly where they need it.

The CRM integration also opens up additional methods for interacting with the insight that Artesian provides. Users can create leads or opportunities directly from the Artesian panel.



HOW DO WE HELP...

Create meaningful engagements.

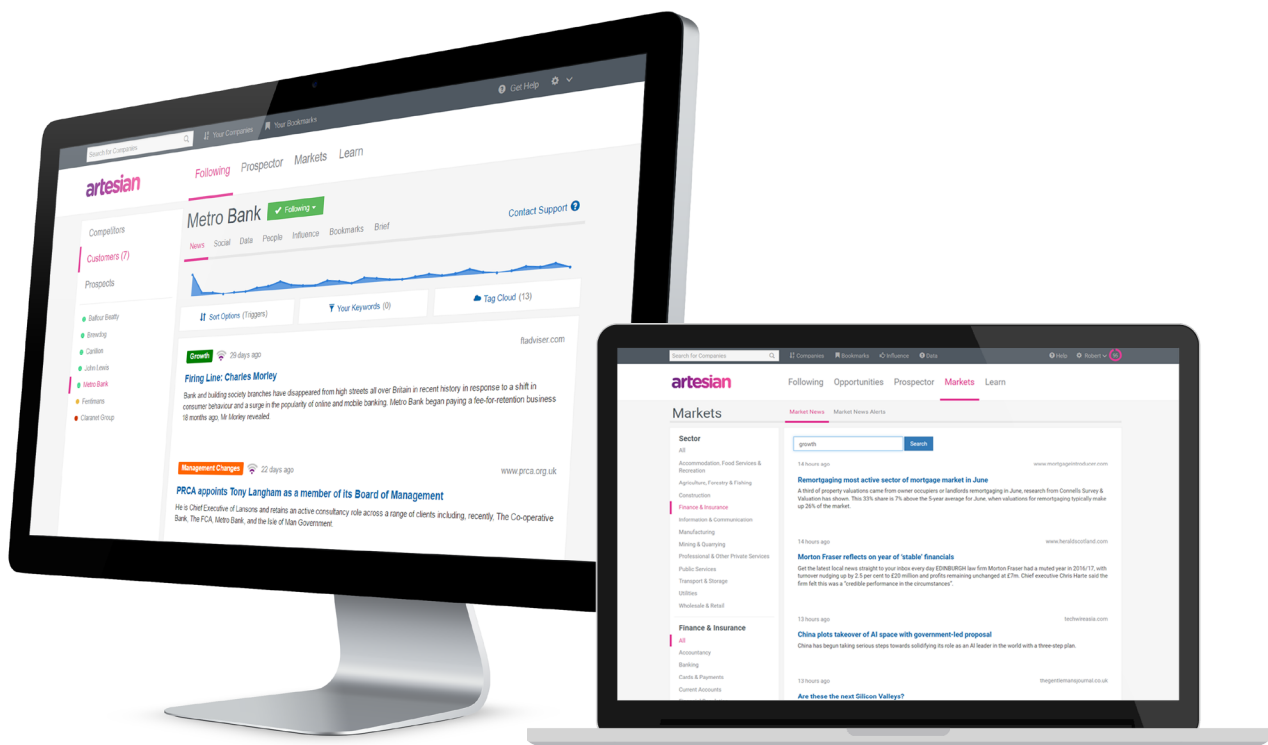
Dive into the full functionality of Artesian from the Artesian panel within Dynamics.

- Access market data and track industry news
- Segment, build and export prospecting lists
- Look up digital profiles of your contacts to prepare for calls and meetings
- Create watchlists to track your customers, prospects, partners and competitors
- Download detailed company reports
- Create a personalised newsfeed for your territory, sorted by relevancy
- Customise triggers to highlight mergers, management changes and other actionable insights

Discover the full power of Artesian



Download company brochure



A SOLUTION THAT BENEFITS

THE ENTIRE TEAM

Sales leaders

Management dashboards in Artesian help you monitor engagement and foster customer curious behavior in your team and driving CRM adoption. Use Artesian to gain an in-depth understanding of your open pipeline, uncover risks and

engagements that align to your client's agenda, increase account management effectiveness and contribute to a longer term, trusted relationship.

Telemarketing teams

Artesian provides data on key contacts, as well as

teams to segment their target audiences and track industries, customers, partners and competitors to stay abreast of hot topics and market developments. A deep understanding of the landscape guides relevant content development and timely communications that support sales, business

Artesian maximises your CRM investment by providing up to the minute insights on the accounts that really matter.

- Save research time and keep on top of changes in your customer's world
- Improve productivity by prioritising your day around actionable insights
- Align with your clients, build credibility and develop longer lasting relationships
- Identify new leads and opportunities
- Manage open pipeline more effectively and forecast more accurately

review your near and long term revenue with your team for improved forecast accuracy.

Enterprise sales and account management

Artesian provides B2B teams with proactive company insights that save research time and help them keep up to date on their accounts. More timely and meaningful

actionable insights that help telemarketing teams build account intelligence and prioritise their day. Timely, relevant outreach improves credibility and competitiveness, leading to higher productivity and call conversion rates.

Account based marketing

Artesian enables Marketing

development and customer initiatives. Artesian also supports highly tailored ABM programs with a flow of up to the minute news and actionable insights on specific companies. One-to-one personalised touches and proactive alerts create successful engagements that transform into quality leads for further exploration and qualification by telemarketing.

FAQ's

WHICH VERSIONS OF MICROSOFT DYNAMICS ARE COMPATIBLE?

Artesian can integrate with either cloud or on-premise instances of Microsoft Dynamics 2016 and 2015. We can also work within the Outlook extension for Dynamics.

HOW DO WE SET UP THE INTEGRATION?

You'll work with a member of the Artesian Implementation Team to configure the integration but the process is quite simple.

Your Microsoft Dynamics administrator will be sent the Artesian solution in a zip file along with installation instructions. We will collect from you your Dynamics org. ID and your user ID's, to enable us to support the integration (our solution can assist you in identifying these).

More information on this process is available upon request.

HOW LONG DOES IT TAKE?

Integrating with Artesian is a simple process but you may have some internal testing that needs to be carried out prior to go-live. Our Implementation team will speak with you to understand your internal processes and at that point will be able to advise further. Your existing Artesian users will retain access to their non-integrated Artesian profiles during this time.

WHAT HAPPENS TO MY EXISTING ARTESIAN DATA?

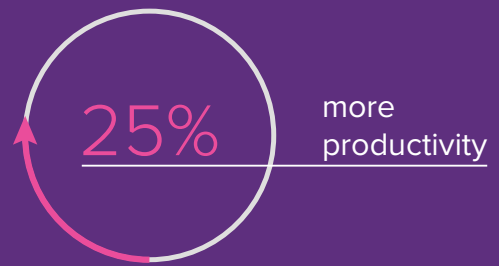
The Artesian team will migrate across all existing user data including usage and social seller scores. However, due to a change in user journey, expect the usage data to change a little going forwards.

HOW MUCH DOES IT COST?

Your Account Manager will discuss with you the size of your implementation and provide you with a price plan for the integration.



What do our customers say?



ABOUT ARTESIAN

With the use of Artificial Intelligence layered on top of company information, data and news, Artesian helps you to uncover opportunities, build relationships and accelerate sales.

Artesian gathers information on industries, organisations, individuals and topics from millions of sources and uses clever algorithms to filter and transform the information into commercially valuable insights.

With Artesian, you can track your customers, prospects competitors and partners, spot business opportunities and manage risk.

Artesian helps drive customer alignment, credibility, competitiveness and client satisfaction.

Training, implementation and support

Artesian will manage the integration, set up and training allowing you to focus on sales, not software. We set up keyword topics to ensure the highest degree of relevancy and offer free after sales support and ongoing keyword optimisation as required.

[Learn more](#)

[View a demo](#)

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