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**WinPath**  
Connect 

### Key Features

- Real-time access to CRM information
- Full CRM service functionality
- Works with smartphones such as Blackberry, iPhone, or Windows Mobile
- Easy to configure, use, and manage
- Fully customizable
- Integration to initiate calls and e-mails
- Seamless online and offline experience
- 24x7 support from ObjectWin

## Microsoft Dynamics CRM - WinPath Connect 4.0

*Real-time information about your customers can make the difference between winning new businesses and losing to competition.*

WinPath Connect 4.0 securely extends your organization's Microsoft CRM capabilities to smartphones such as Blackberry, iPhone, or Windows Mobile. WinPath Connect 4.0 combines advanced user experience with powerful productive interface that offers unmatched flexibility, dependability and manageability.

### Product Capabilities

#### Real-time Access to CRM

WinPath Connect 4.0 puts power of CRM application in your hands anytime, anywhere, thus improving mobile worker productivity. WinPath Connect 4.0 let users instantly access and update the relevant field records anytime, from anywhere their work takes them, with comprehensive CRM accessibility and record management features.

#### Phone Integration

BlackBerry, iPhone or Windows Mobile; use one or use them all! WinPath Connect 4.0 provides organizations the use of multiple smartphone platforms with a single interface. In today's diverse organizations, the concept of having all CRM users on a single device is not realistic. Users with BlackBerry, Microsoft based smartphones or Apple's iPhone can work from one interface without restrictions. Once the smartphone is loaded with the WinPath Connect 4.0 application, connection to the Dynamics CRM application is quick and easy.

#### Record Synchronization

Changes applied on smartphone are synchronized to corporate Dynamics CRM server so that all data is captured and available to other Dynamics CRM users instantaneously. Synchronization is automatic and updates are applied in real time, minimizing the efforts of the team when in the field.

Bidirectional updates allow the team working in the field to quickly review new CRM related data and take appropriate actions.

#### Integration to Initiate Calls & E-mails

WinPath Connect 4.0 offers unique, comprehensive capabilities that drive effectiveness and business results. With a mobile smartclient that enables record assignment and alerts/notification of new or assigned records, WinPath Connect 4.0 goes well beyond other approaches to mobilizing CRM. And with deep integration to smartphone capabilities, not only is it easy to initiate calls and e-mails, but it is also easy to track these activities in CRM. Enhanced activity means your organization can leverage sales "best practices" and better achieve success.

#### Adaptable to Changing Business Needs

WinPath Connect 4.0 provides a platform that makes change fast, affordable and practical to meet your evolving business needs. Designed to support your uniquely configured Dynamics CRM system, any changes in your CRM configuration can be immediately deployed to the field. Further customization of the mobile experience is possible through customized forms and integration with data from other enterprise systems. WinPath Connect 4.0 has been engineered for change, allowing your business to be agile and flexible.

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### System Requirements

- Microsoft Dynamics CRM 4.0
- Microsoft .NET Framework 2.0

### Mobile Device Requirements

- HTML 4.0 - compatible Web Browser
- Internet Access

### Extended CRM Capabilities

Users benefit from virtually all the same CRM capabilities they have in the office – and more. Smartphone users demand core CRM functions, such as performing CRM record searches and lookups, and creating, editing, deleting and assigning records.

### Seamless Online & Offline Experience

WinPath Connect 4.0 enables offline or continuous access to the CRM application and to a subset of locally cached data. Regardless of the strength or availability of a wireless signal, users benefit from a truly persistent experience. WinPath Connect 4.0 and local CRM data remain available for use at all times. Any changes are cached when offline and automatically synchronized when the signal returns. In addition to offline access, while a wireless signal is available, users may access all CRM information within their security permissions.

### Uncomplicated User Pricing

Complicated pricing models are no longer a requirement for your organization. WinPath Connect 4.0 uses a simple pricing approach for all users regardless of smartphone, volume or activities. Simply buy the server pack, a CAL for each named user, combine with your existing data plan and you are ready to begin

experiencing the freedom of working in the field with only your smartphone.

### Training

Who needs training! All you need to know is how to use your smartphone applications and how to use Microsoft Dynamics CRM and you are ready to hit the road in search of new customers. No complicated training classes or reams of notes are required to work with WinPath Connect 4.0. WinPath Connect 4.0 uses the features of your smartphone to make the remote CRM experience familiar and beneficial.

### Support

Support for WinPath Connect 4.0 is incorporated in the ObjectWin Microsoft Dynamics CRM team to provide a full spectrum of support capabilities for all aspects of the Dynamics CRM experience. Support plans can be tailored to organizations requiring standard work day support or for a full 24X7 support for global customers. You decide the requirements and ObjectWin Technology will provide the level of effort necessary to meet your needs.



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