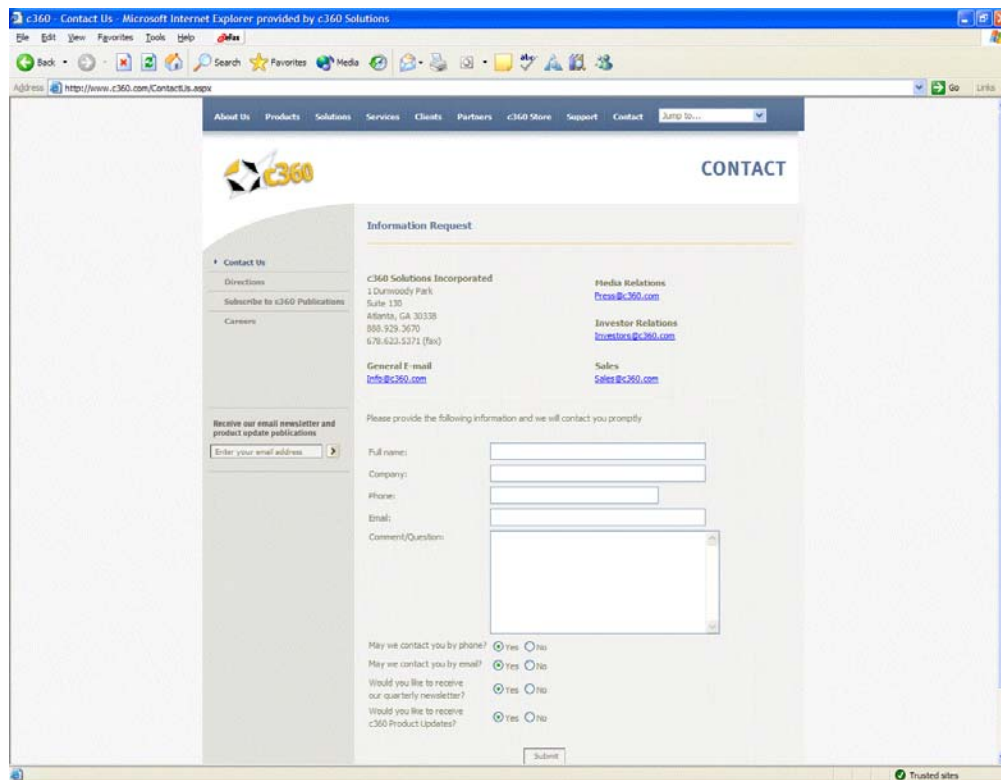




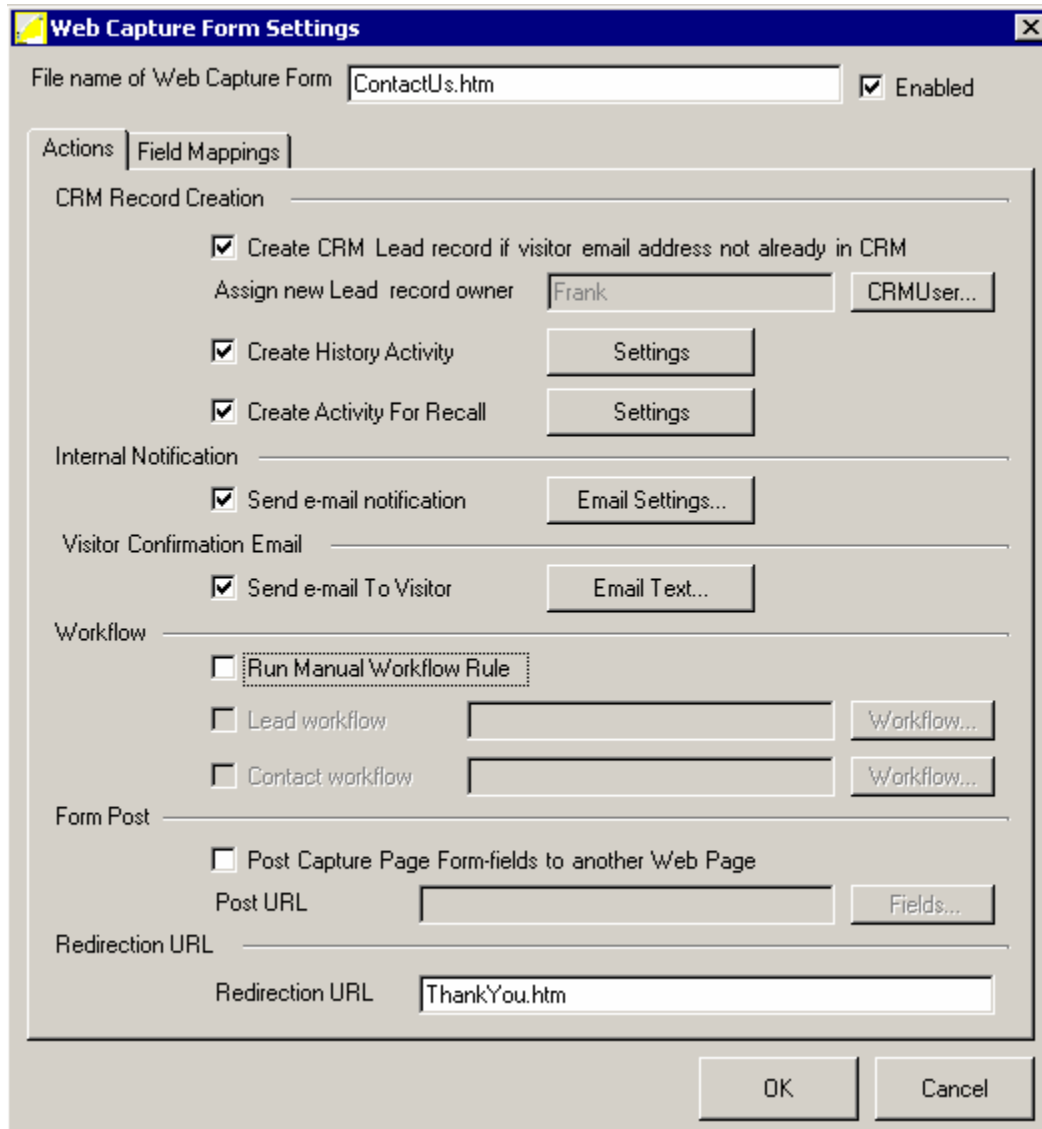
c360 Web Connect for Microsoft Dynamics CRM 3.0

c360 Solutions Web Connect for Microsoft Dynamics CRM 3.0 is a Microsoft CRM compatible component that allows organizations using Microsoft CRM to easily integrate their web site to Microsoft CRM for lead and web visitor activity capture. Web Connect will allow organizations to:

- Link multiple web site forms to CRM to create Lead and Activity records.
- Email all web form values and actions taken to an SMTP address, record owner, record owner's manager or team in CRM
- Query for existing matches in CRM and create new Lead or Activity depending on whether email address was matched to an existing Lead or Contact
- Create an additional CRM activity to log form field values and actions taken
- Send a configurable HTML or text (administrator may specify) formatted confirmation email to visitor
- Specify a URL to which to post one or more of the form field values (e.g. this action may be used for opting visitor into a 3rd party email list)
- Run workflow rules in CRM



Web Connect will easily integrate web page capture information into Microsoft CRM and allow actions to be taken against that data



The Web Connect administration interface allows configuration options to be set on a per-web form page allowing for different actions to be take per web form

Web Connect Setup Tool

Web Connect will include an administrative tool that will allow you web/CRM administrator to:

- Map form field names to lead and activity values in CRM
- Select, per capture page, which of the available actions to perform
- Define, per capture page, which page to use for visitor redirection
- Define, per capture page, whether newly created activities should be created in open or complete status



Licensing

Web Connect is included in the c360 Sales Productivity Pack. The number of Sales Productivity Pack licenses must equal or exceed the number of assigned user licenses or Web Connect will not function. For example, a company that has purchased 25 Microsoft CRM licenses, but has only 11 of them assigned to users needs 11 Sales Productivity Pack licenses.

Special Support Information and Required Implementation Skills

Please read prior to purchase: The installation and configuration of Web Connect requires knowledge of web fundamentals and technologies including HTML, HTML forms, java script and web publishing. To address questions on these topics, c360 has provided several free self-support resources available at www.c360.com/WebConnect_v3.aspx and www.c360.com/Support/Default.aspx however c360 Technical Support resources **will not provide installation and configuration support outside of issues with the core product**. If your organization does not directly possess the necessary Web Connect implementation skills, c360 strongly recommends you work with a c360 partner to implement the product. c360 can provide a referral for that purpose where necessary (email sales@c360.com for a partner referral). c360 can also provide remote configuration assistance for an additional fee in cases where the customer declines a referral to a c360 partner.

Support, Upgrades and Enhancements

The list price of Web Connect includes first year support (product issues only per the previous section), upgrades and enhancement per the c360 Solutions Software license agreement. After the first year, a support and enhancement plan can be purchased for 20% of the total cost of all Web Connect licenses. Please refer to the next section titled Dashboard upgrade for additional information.

c360 Partner Program

Authorized Microsoft CRM partners may inquire about the c360 partner program by visiting <http://www.c360.com/PartnerProgram.aspx>.

Information

For more information on Web Connect, contact c360 Solutions at:

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