

Using SharePoint as a Platform for CRM Makes Good Business Sense

At its introduction few people had any idea what to do with Microsoft SharePoint!

Today, many companies continue to underutilize the platform by focusing solely on the management of documents and such things as vacation planning and company discussion boards.

Ultimately, Microsoft SharePoint can act as the single area where employees can:

- Collaborate
- Share information and
- Interact with company applications.

Additionally... it offers a means for content and workflow management, as well as an area where people can go for organizational resources and a centrally accessible web platform for applications such as inventory and project management.

In this consideration, Microsoft SharePoint has much underutilized potential!

A return on investment can be further emphasized when a business operates their Customer Relationship Management (CRM) software from within SharePoint.

A single point of entry for business applications and centralizing operations can increase efficiencies and enable cost reductions in a variety of areas.

With CRM becoming core business software today it just makes good business sense to take advantage of licensing and infrastructure already in place to share such information as:

- customer interactions
- prospect communication
- opportunity management
- shared tasks and appointments, etc

Multiply the benefits of a unified infrastructure by leveraging the knowledge of individual employees to empower the entire team. Such is the power of a CRM system that is matched to your business and available to everyone.

We now know that SharePoint can easily mold itself to support and unify a myriad set of business operations. Having the CRM database available from within the same infrastructure allows for further leveraging of existing investments and foundations which are flexible, adaptable and scalable.

Now that sounds like a good business sense place to further investigate.

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