Microsoft® Dynamics CRM
HP Solution brief for midsize businesses

To compete effectively and drive a profitable business, midsize companies such as yours require a tangible return on their technology investments. With limited IT resources, you must take a pragmatic, project-oriented approach. In short, you need a fast payback, solutions that are easy to deploy and manage, and ones that are both affordable and reliable.

As you invest in customer relationship management (CRM) solutions, HP makes sure that you get the most out of them with an application infrastructure you can count on. With our approach, you know what to expect—configurations on HP servers, storage, and software designed for midsize companies, optimized to meet your need for higher levels of business continuity, security, and operational efficiency.

You can count on HP, Microsoft, and local technology partners, together on the frontline, to deliver optimized solutions that are reliable and ready to meet your unique business needs. You can have the confidence that HP, Microsoft, and our partners will continue to support your business each and every step of the way. We deliver uniquely valuable technology experiences for your business through impressive technologies, a complete portfolio of total care services, and award-winning support.

Microsoft®

Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution that helps you create consistent and measurable improvements in your customer relationships.

By helping midsize businesses reduce risk, cut costs, and generate growth, HP and Microsoft—together with our partners—provide you with outstanding technology for better business outcomes.

Solution description

Microsoft Dynamics CRM provides all the tools and capabilities you need to create and maintain a clear picture of your customers—from your first contact with them, through their purchases, and beyond. With modules for sales, marketing, and customer service, Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution that helps you to create consistent and measurable improvements in your customer relationships—a key to driving greater business success and profitability.

This solution brief illustrates just one of the many Microsoft Dynamics CRM deployment scenarios built on the foundation of HP ProLiant servers and storage—solutions that you can trust to deliver an exceptional ownership experience. HP ProLiant servers provide simplified management for greater efficiency and optimum use of resources, built-in security, and a proven level of reliability and availability.

Microsoft Dynamics CRM application architecture

Microsoft Dynamics CRM has a multi-tier architecture consisting of a Web-based client, a highly configurable business logic layer, and a back-end database. To access the application, any user—office workers, remote VPN clients, and even mobile workers—simply uses a Web browser and connect to the CRM Web application.

This highly scalable design allows Microsoft Dynamics CRM to work with businesses of any size. For the smallest businesses, the Microsoft Dynamics CRM Small Business Edition can be installed in a single server environment running Microsoft Small Business Server (SBS). In this case, all the tiers of the solution can run alongside core infrastructure services, providing a low-cost solution.

As the number of CRM users increases, the business logic layer (IIS Web server) and database layer can be separated onto dedicated servers, providing increased performance and throughput. For the largest deployments, this can be extended further by scaling out the business logic layer to balance the user load across multiple servers. Not only does this allow a greater number of users, but it also provides built-in redundancy. That's because the remaining servers can take up the slack in the event of a server failure. For the highest-availability solution, the back-end database layer (Microsoft SQL Server) can be clustered when you are using a shared storage solution.

Continuity

- Maintain high availability
- Manage risk
- Deliver against established service-level agreements
- Satisfy compliance requirements

Security

- Protect resources from external or internal attack or misuse
- Protect data from unauthorized access
- Benefit from solutions that are easy to use and transparent
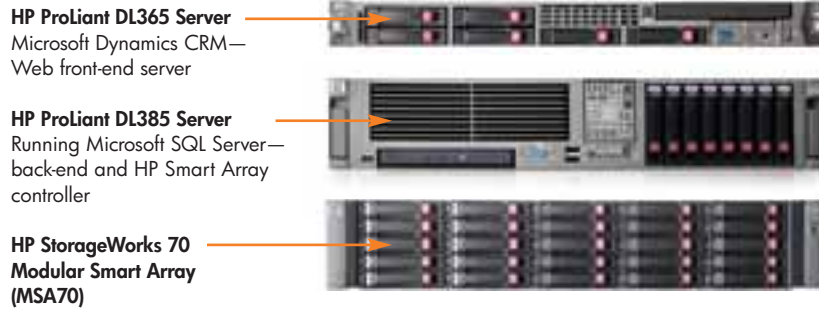
Efficiency

- Reduce complexity and cost of infrastructure
- Reduce staff training requirements
- Improve responsiveness of IT team
- Adapt processes to customer priorities

HP and Microsoft Dynamics CRM *suggested* rack configuration for up to 250* concurrent users

HP ProLiant DL365 Server
Microsoft Dynamics CRM—
Web front-end server

HP ProLiant DL385 Server
Running Microsoft SQL Server—
back-end and HP Smart Array
controller

**HP StorageWorks 70
Modular Smart Array
(MSA70)**

*Does not equate to number of employees and varies greatly by industry (not everyone in midsize business will use CRM)

Example configuration

Using the design principles of simple, affordable, and reliable, HP has developed a set of example configurations for Microsoft Dynamics CRM based on servers and storage that are appropriate for midsize businesses. These configurations help take the complexity out of choosing the right infrastructure platform for your business, while meeting your needs for continuity, security, and efficiency.

For deployments of up to 250 concurrent users and databases of up to 50 GB, the CRM Web application and the Microsoft SQL Server database can be run on separate machines, allowing the hardware choices to be tailored to the demands of each application tier.

Other HP-approved configurations

In addition to the 250-user example, HP has developed a variety of example configurations for Microsoft Dynamics CRM. Each provides benefits ranging from low cost of entry to enhanced growth, management, and availability. And each type of configuration is appropriate for particular situations.* Among them are:

- Single server deployments

- Integrated Infrastructure with Microsoft Dynamics CRM alongside a complete Microsoft Windows® infrastructure in an HP BladeSystem c3000

- High-availability scale-out deployment for up to 500 concurrent users on HP BladeSystem c7000 and HP StorageWorks EVA4100

However, these suggestions provide only a small sampling of the variety of available options. Ask your local HP/Microsoft partner to help determine the best solution for you.

A mobile solution for sales effectiveness

Users of Microsoft Dynamics CRM with a Microsoft Windows Mobile-based HP iPAQ Pocket PC can get real-time access to their work, opportunities, and account information—and instantly transfer any changes they make in the field directly back to a main office. Sales representatives equipped with HP iPAQ Mobile Messengers can determine inventory availability, create proposals, place orders, and reserve inventory—all while visiting customers. Mobile CRM increases sales efficiency and strengthens customer relationships.

* Due to the flexibility of Microsoft Dynamics CRM, the configuration outlined in this brief is only an example and may not reflect true production configurations or match your business situation. We recommend contacting your local HP/Microsoft partner to help create the ideal configuration for your business and IT requirements.

Related technologies and services

External storage options

The configuration shown in this brief includes guidance on the recommended HP storage solutions and disk configurations for typical deployments. However, your situation may be unique and only you can know your exact data capacity requirements. Microsoft Dynamics CRM is highly flexible. As a result, solution providers can create a customized solution tailored specifically to your needs. Below is an overview of the external storage options.

- **All-in-One Storage Systems**—HP StorageWorks All-in-One Storage Systems are radically simple, integrated, and affordable network storage solutions that enable small and midsize companies to easily manage, grow, and protect their data without requiring them to become storage experts.

- **Direct attached storage**—The HP StorageWorks 70 Modular Smart Array is an end-to-end flexible storage array, offering data availability, enhanced reliability, enhanced performance and tiered storage capability with SAS and SATA drives, and investment protection.

- **Storage area networks**—The HP StorageWorks EVA4100, which is designed specifically for midsize businesses, offers a high-performance, high-availability "virtual" array storage solution that removes the time, space, and cost restrictions of traditionally architected storage.

HP Integrated Lights-Out 2 (iLO2)

HP iLO2 provides remote management, system health status check, power monitoring, and network connectivity cost reduction via high-speed shared network ports. It comes embedded with every HP ProLiant server.

HP Total Care

HP Total Care encompasses the complete life cycle of services, tools, and options that provide small and midsize businesses with a noticeably different and better experience. With HP Total Care, customers receive a full circle of personalized services for every stage of their business technology's life, from choosing it, to using it, to protecting it—all the way to retiring and recycling it.

For more information

By helping midsize businesses reduce risk, cut costs, and generate growth, HP and Microsoft—together with our partners—provide you with outstanding technology for better business outcomes. For more information, please visit:

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