



HP Offers Cloud Service for Microsoft Dynamics CRM

PALO ALTO, Calif., April 12, 2011 – HP Enterprise Services today announced a new service to help clients improve their customer experience by deploying their customer relationship management (CRM) application via a secure, virtual private cloud.

The initial time needed to deploy a CRM solution can be significant, impacting both return on investment and the time to benefit. Additionally, managing an existing CRM installation can be complex and expensive, when it includes the cost of provisioning, supporting, upgrading and growing the underlying infrastructure.

A comprehensive, easy-to-use CRM application in the cloud provides a flexible, cost-effective alternative to an on-premises implementation on client infrastructure or hosting it in a secure HP commercial data center. The new [HP Enterprise Cloud Services for Microsoft Dynamics CRM](#) offers Microsoft's leading CRM software suite, Microsoft Dynamics CRM, as a cloud service. With this service, enterprises can use a virtual private cloud to enhance customer and constituent relationships without the capital investment or burden of procuring and deploying the application.

Unlike most public cloud CRM solutions, HP's virtual private cloud offers extensive customization that helps fit the CRM application to a client's unique needs. It also supports integration with other applications and data sources, increasing the effectiveness and value to the enterprise by providing a complete view of customer needs and preferences.

HP Enterprise Cloud Services for Microsoft Dynamics CRM delivers flexibility by easily scaling up or down the amount of named users needed to support changing environments. Capital costs are significantly reduced by leveraging the application as a cloud service.

HP Enterprise Cloud Services for Microsoft Dynamics CRM provides the benefits of a cloud-based model combined with HP's more than 30 years of experience in operating and managing worldwide contact centers for

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clients in all industries. HP also has decades of experience in managing hosted data centers for clients, helping to ensure performance, quality of service, availability and business continuity.

“Today we live in an instant-on world, and the expectations from customers and citizens have gone from days and months to seconds,” said Kathy Garcia, senior vice president, Applications Services, HP Enterprise Services. “HP Enterprise Cloud Services for Microsoft Dynamics CRM brings together HP’s experience in cloud, contact centers, applications management, data center outsourcing and CRM systems to create a flexible solution that delivers the end-user experience and quality of service required by the most demanding enterprises.”

Part of HP’s [Hybrid Delivery](#), HP Enterprise Cloud Services for Microsoft Dynamics CRM is a key solution in helping clients become an [Instant-On Enterprise](#). HP Hybrid Delivery helps clients build, manage and consume services using the right delivery model for them.

HP is Microsoft’s largest Global Partner and a five-time Microsoft Global Partner of the Year in the Enterprise Alliance category. HP has certified CRM professionals around the world supported by seven joint Microsoft and HP Competency Centers. HP and [Microsoft](#), an [HP Agility Alliance partner](#), collaborate in developing and managing mission critical applications, including workplace, mobility and security.

HP Enterprise Cloud Services for Microsoft Dynamics CRM is available for clients in all industries. More information is available at www.hp.com/go/MicrosoftDynamicsCRM.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.



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