# Columbus®

Intelligent Sales and Marketing

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Columbus helps organizations with Microsoft Dynamics 365, a suite of business applications across marketing, services, sales, operations, finance and talent. These products are infused with data and intelligence, connecting the D365 applications with Microsoft Power BI, Flow and PowerApps. Together, they are a modern, unified, intelligent and adaptable product line that works great independently and even better when they're together or with an existing business system.

What is Dynamics 365 Intelligent Sales and Marketing?

D365 Sales and Marketing are part of a suite of integrated Customer Engagement applications from Microsoft. These aim to unify disparate data, be it from transactional, observational or behavioral sources to give organizations a single view of their customer data and derive insights that can drive key business processes.

Why customers use Dynamics 365 Sales and Marketing
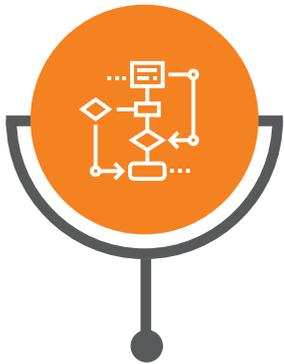
Create more personalized buying experiences for your customers to maximize your marketing result.
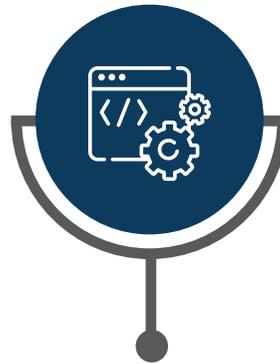
Empower your sales agents with tools that help to prioritize the right prospects, build relationships, and increase sales.
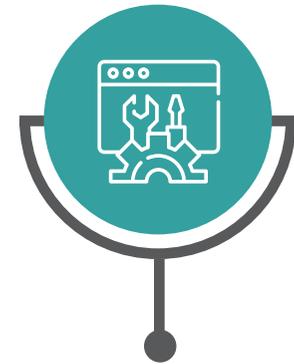
Unify systems and create end-to-end processes, solve and automate complex issues, and gain real-time insights.

Personalized Experiences

- Unified multichannel customer engagement
- Smart, personalized marketing decisions with AI-driven insights
- Integrate your sales and marketing tools to create a 360-degree view of your customer
- Real-time customer journey measurement to simplify the customer experience

Intelligent Sales

- Enhance sales productivity with seamless connected tools
- Enable smart selling with actionable insights and contextual AI
- Drive more meaningful engagement by unifying the selling experience with predictive offers
- Enhance buying and sales experience by showcasing products with mixed-reality

Technology Unification

- Evolve your customer journey by standardizing and automating your process across marketing, sales, and service
- Drive real-time performance with custom analytics, data intelligence and visualization
- A scalable foundation that enables agile addition or integration with new business processes
- A modern approach infusing AI, mobile and social capabilities

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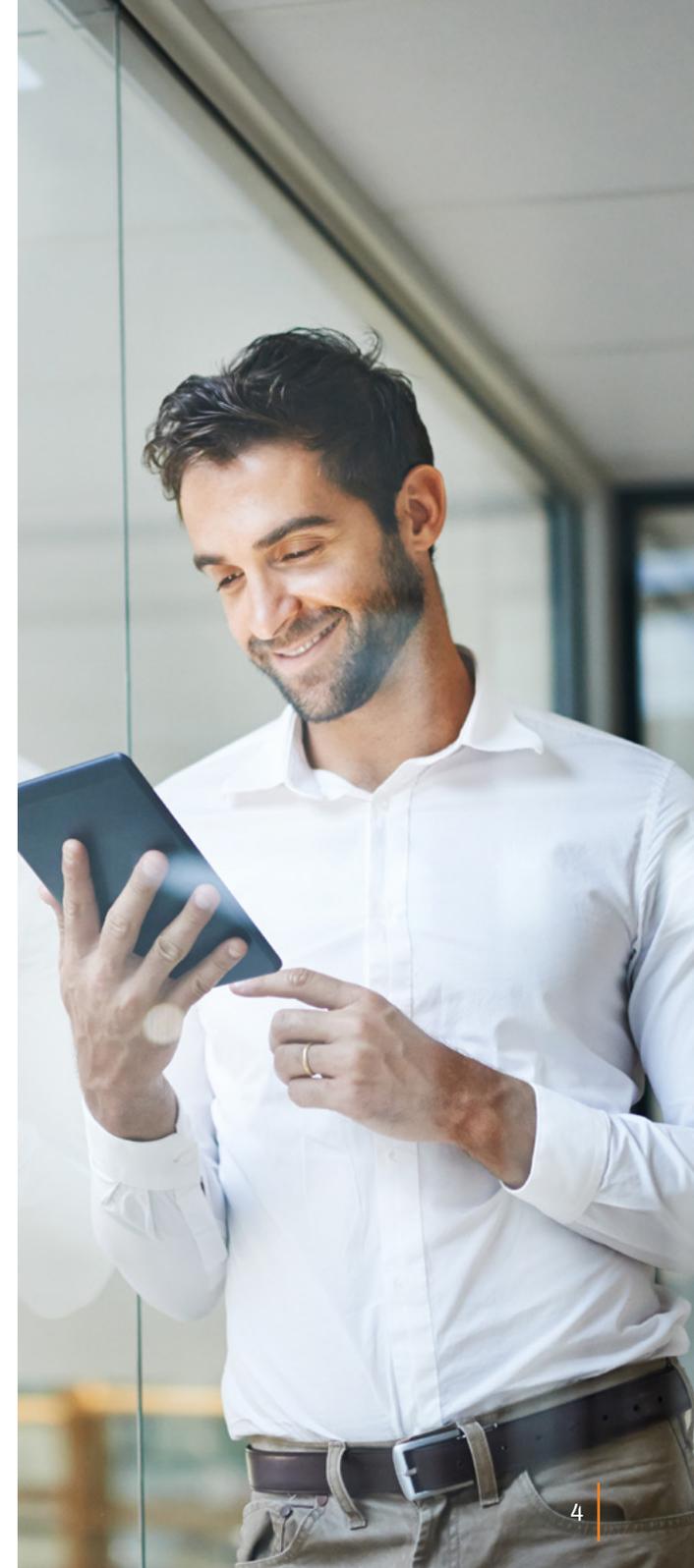
D365 Intelligent Sales and Marketing provides organizations with out-of-the-box capability to unify their technology and empower their sales and marketing teams. The intent is to help these organizations deliver a personalized and consistent buyer experience for existing or new customers to:

- Maximize results with targeted, multichannel campaigns
- Personalize buyer journeys for more sales-ready leads

Providing sales teams with advanced intelligent sales tools to help them prioritize the right prospects, build strong relationships, take actions based on insights, and close increasing sales faster.

Personalized Experiences

Use the multichannel customer engagement with a unified platform to deliver personalized content to customers. Take advantage of Machine Learning and AI-driven insights to make smarter and personalized marketing decisions. Unify customer information with marketing and sales tools that help you to get a 360-degree view of your customer. Seamlessly get real-time customer journey measurement to simplify the customer experience.

Intelligent Sales

Effortlessly connect different office productivity applications such as Office apps, Microsoft Teams, mobile apps and more to enhance the sales team's productivity. Increase sales performance and ramp sellers faster with actionable insights and AI-driven contextual insights that help busy sales leaders proactively flag 'at-risk' deals, gain visibility into conversations, and provide actionable feedback through built-in coaching tools. Drive more meaningful engagement by identifying what customers are responding to, and their interest areas, to deliver a unified selling experience with predictive offers.

Technology Unification

Unlock new business insights by leveraging common data services to perform custom data analytics and visualization for real-time performance tracking. Move toward a modern approach by infusing AI, mobile, IoT and social capabilities.

Columbus

Our promise to you

We will challenge your traditional way of thinking by using technology to meet your business goals.

D365 CE expertise

Our experts know how to apply D365 to your business and improve your Customer Engagement experience. Columbus experts have the industry knowledge and the methodology to ensure your project's success.

Speak with our experts today.

And learn how you can craft your own unique Sales and Marketing success stories.

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Contact

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About Columbus

Columbus is a global IT services and consulting corporation with more than 2,000 employees serving our customers worldwide. We bring digital transformation into your business and position you to thrive far into the future.

We are experts in designing, developing, implementing, upgrading and maintaining digital business applications that help your business succeed in the digital transformation. Our consultants have experience in developing businesses in many different industries all over the world.

We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. We have proven this through 30 years of experience serving more than 5,000 customers worldwide.

Let us help you realize the full potential of your business.

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