Plug and Play

Graydon API for Microsoft Dynamics 365 Customer Engagement

Make up-to-date customer information always available within your CRM system

GRAYDON
next generation intelligence

Do you want to organise your sales department as efficiently as possible? Do you notice that finance and sales pursue the same goal, but do not always speak the same language? Or is your own customer information contaminated and you do not only want to clean it up, but above all prevent it from happening again? Then Graydon offers an excellent solution: its API specifically for Microsoft Dynamics 365 Customer Engagement.

Contaminated data gets in the way of sales

A huge source of frustration for any sales employee: upon arrival, finding out that the (potential) customer has moved to another premises, which means more than one door is now closed. A waste of time and effort. Something that could have been easily prevented, if the customer information that your organisation has was up to date!

Finance and sales do not speak the same language

The sales and finance departments are striving towards a common goal, but looking at customers in entirely different ways. Sales mainly sees opportunities when they can work with an organisation and would like to do business as soon as possible.

Finance looks much more at the raw figures and wants to therefore map the company's situation as quickly as possible. Because of this, it is common for a sales employee to put a lot of effort into a potential customer, but finance holds back a deal because the risks (such as the chance of non-payment) are too great. This can of course be done much more efficiently, but only when everyone has the same - complete - information!

Today's customer data is not the customer data of tomorrow

On average, every year between 20 and 30 percent of data within systems becomes polluted. Not surprising, given a lot of data is filled in manually. Because of this, organisations are not always aware when company data changes. No automatic updates when an address has changed. No refresh when the financial situation of a (potential) customer changes. In positive or negative sense. That's bad, because the customer data of today is not tomorrow's customer data.

Graydon API for Microsoft Dynamics 365 Customer Engagement

Using the Graydon API for Microsoft we offer Dynamics 365 Customer Engagement organisations an accessible and applicable way to combine their usual CRM system with the most complete, up-to-date customer information available, via the Graydon database. In this way your organisation always has insight into the best and most comprehensive company data from Graydon via a state-of-the-art API.

An API: what is that again?

An Application Programming Interface, or an API, is a software interface that allows two applications to communicate with each other. In the case of the Graydon API for Microsoft Dynamics 365 Customer Engagement, it uses the Graydon database and your Microsoft Dynamics 365 environment to communicate effortlessly with each other. As a result, you have access to all the company information that your sales department needs to maintain and build customer relationships.

General company information and financial business data

The data sent through the Graydon API for Microsoft Dynamics 365 Customer Engagement becomes available within your CRM system, and is versatile in nature:

General company information

Think of addresses, the number of employees, the legal form, activities and unique number of the company in question.

Financial data

This is more in-depth information with the most relevant financial data of a company. Think about credit scores, the payment behaviour of the organisation, the turnover of the company and the available working capital.

Directors and shareholders

Via the Graydon API, your Microsoft Dynamics 365 environment also provides insight into who the directors and shareholders are within the company with which you do or wish to do business.

Via the application, the user searches for a company. This can be done using the company name or unique number.

New Account

--- Annual Revenue   --- Number of Employees   MOD Administrator Owner

Summary   Details   **Graydon**   Financial Summaries   Directors   Shareholders

Account Data   Finance

Step 1: Search for companies

Desired country:

Belgium

Search: Search by unique number:

Type a company name or keywords   Vat Number or KVK number

Search   Search

When searching by company name, the user selects the correct company from the list.

New Account

--- Annual Revenue   --- Number of Employees   MOD Administrator Owner

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Step 2: Select desired item from list

Filter by postal code: Filter by full address: Filter by office type:

Company Name	Address	Office Type
GRAYDON BELGIUM	Uitbreidingstraat 84, 2600 Antwerpen	Main office
Graydon Holding N.V.	Hullenbergweg 260, 1101 BV Amsterdam	Main office

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The up-to-date data from Graydon is shown alongside existing information from the CRM

GRAYDON BELGIUM
Account

--- Annual Revenue   --- Number of Employees   MOD Administrator Owner

Summary   Details   **Graydon**   Financial Summaries   Directors   Shareholders   Related

Account Data   Finance

Step 3: Select details to save

Label		Your current data		Graydon result data
KVKNumber (NL only)	○		○	N/A
Name of company	○	GRAYDON BELGIUM	○	GRAYDON BELGIUM
Streetname	○	No data.	○	Uitbreidingstraat
Housenumber	○	No data.	○	84
Postalcode	○	No data.	○	2600

In addition to a summary and predictive scores the user sees the most important financial figures from previous years. The directors and shareholders are also shown.

GRAYDON BELGIUM
Account

--- Annual Revenue   --- Number of Employees   MOD Administrator Owner

Summary   Details   Graydon   Financial Summaries   Directors   Shareholders   Related

ACCOUNT INFORMATION

Account Name	*	GRAYDON BELGIUM
VAT number		BE0422319093
KVK Number		N/A
Legal Form		Limited company
Status		Active
Acitivity Description		Composing databases by centralizing and whether or not inter...
Office Type		Main office

Address

| Street Name	Uitbreidingstraat
House Number	84
ZIP/Postal Code	2600
City	Antwerpen
Country Code	BE
Country/Region	BELGIUM

GRAYDON BELGIUM
Account

--- Annual Revenue   --- Number of Employees   MOD Administrator Owner

Summary   **Details**   Graydon   Financial Summaries   Directors   Shareholders   Related

Graydon Rating	AAA		Payment Score	9,2
Graydon Rating (percentage)	0.03		Credit Limit	1041000
Graydon Rating Description	Probability of default is low		Credit Flag	G
			Credit Flag Description	Green
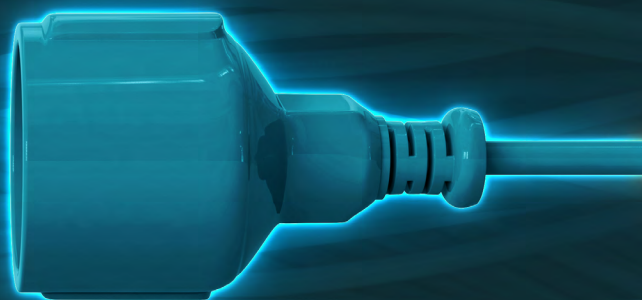
Want the Graydon API? The steps to take:

Roughly speaking, the roadmap consists of five steps:

1. Download the Graydon API for Microsoft Dynamics 365 Customer Engagement in the Microsoft Appstore.
2. Enter your details on the registration page.
3. You can start with the trial version.
4. Satisfied with the trial? Enter your package choice and your contract is drawn up.
5. Once you receive a confirmation email, the Graydon database is available within your Microsoft Dynamics 365 environment. You can get started!

Transparent business operations increase financial health

At Graydon we are in favour of transparency in business operations. When companies are aware of each other's (financial) situation, this brings efficient and decisive business and with that, the health of the economy. The Graydon API for Microsoft Dynamics 365 Customer Engagement increases efficiency and transparency.

The Graydon API, at your disposal

Thousands of companies are already making use of the Graydon database, but often use it separately from their CRM and ERP system, such as Microsoft Dynamics 365. While you are already using it,

merging these two systems can result in big efficiency gains. How this combination comes about you decide for yourself.

Using the existing connector?

State-of-the-art and immediately at your disposal: you can get started with company data right away and you don't have any further work to do.

Or build a connection yourself?

Which can. Whether you outsource or implement this yourself: our Graydon API platform is at your disposal.

The benefits of Graydon API forMicrosoft Dynamics 365 CustomerEngagement

- Easily requested and delivered to you and available in your CRM system in no time
- You will know everything you need to know, in three clicks
- All relevant company information clearly arranged in one system
- The Graydon database automatically generates new data and is always up to date
- Increased efficiency within your business operations
- Brings sales and finance together

Want to find out more about the Graydon API for Microsoft Dynamics 365 Customer Engagement?

Then contact our experts, through:
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