

Cluster Reply helps companies in taking advantage of Microsoft Dynamics 365 for Marketing

ABOUT CLUSTER REPLY:

Cluster Reply is the company in the Reply group specialized in consulting services and systems integration on Microsoft technologies. Since the foundation in 1996, operates in Italy and collaborates with other companies in the group that are Microsoft partners in Brazil, Germany, the United Kingdom and the United States.



See what customers are saying:

“With Microsoft Azure and Dynamics 365 is possible to implement a new way to approach a data-driven solution achieving velocity and control and engagement at the same time.

– Renzo Rognoni, Senior Enterprise Architect, Illimity Bank

WHAT WE OFFER

Dynamics 365 for Marketing helps our customer to unify, understand and exploit customer data to build effective marketing campaign that can leverage the power of multichannel communication through the integration of every touchpoint and build a 360 vision of the customer that can be exploited from every process (from Sales to Service).

Dynamics 365 for Marketing, with the help of Cluster Reply, allows your company to:

- Eliminate data silos and unify customer data.
- Guarantee a unified customer experience towards all channels with specific customer journeys that can be designed through an easy interface.
- Define precise communication that are tailored for each customer segment and can be consumed on every device/touchpoint.
- Integrate all your existing channel (such as email, sms) and introduce new digital ones like direct messaging, website communications, chatbot & push notifications.

1-day workshop powered by **Cluster Reply** will allow users to acquire initial notions and understand potentials about Microsoft Dynamics 365 for Marketing.*

* The format, content and timing of the workshop will be assessed based on the specific needs of the customer.

Why Dynamics 365?

Modern applications

Modern applications that deliver new experiences and connect with a business' existing systems to allow organizations to digitally transform their way. Applications that use mixed reality, the ability to take an application that overlays on the reality in front of the user, that guides them through a business process like never before. Connect to information from social networks, mobile devices, and micro-applications to drive intelligence and inform a more effective business process.

Unified data and processes

Unified data and processes that enable business without silos. Centralized data enables disparate groups to work together effectively with a single, trusted view of processes, relationships, and data. Data connectors allow thousands of systems to bring their data to a single network.

Intelligence that delivers

Intelligence that delivers actionable insight. Data in the new world includes social, relationship, and productivity information in addition to insights generated by business systems. The right solution requires a unified approach that allows companies to automatically leverage their data to decide and act in real-time with expanded analytics, predictive algorithms, and automated AI.

An extensible environment

An extensible environment that enables change. The right solution establishes a data, communication, and application environment that makes it easy to evolve and extend existing business operations, while introducing technologies that enable users to create solutions where no solution exists and to expand data analysis.



Transform on your terms with Microsoft Business Applications. Enable people to do their best work. Gain actionable insights. Thrive with solutions expressly built for change. Unlock next.

[WWW.MICROSOFT.COM/DYNAMICS365](http://www.microsoft.com/dynamics365)

Key use cases



Sales

Respond to changing business requirements with a flexible platform to rapidly create new solutions and ensure old solutions are never truly finished.



Service

Understand your customers better and respond more quickly by accessing internal and external relationship data.



Finance and operations

Increase your return on investment with Microsoft's agile and efficient cloud solution.



Talent

Extend your virtual team and coordinate faster with a consolidated view of team members, activities, and responsibilities.



Marketing

Gain end-to-end visibility by connecting data from external markets, social, and legacy sources.