

IDG Network: [Login](#) [Register](#)Your *Opinion*
MATTERS

Take a quick survey.

Yes!

QUESTIONMARKET.com

COMPUTERWORLD
An IDG
company

QuickLink



Search

Computerworld

Advanced
Search[Home](#)[News](#)[Browse Topics](#)[Departments](#)[Services](#)[Subscribe](#)[Events](#)[Store](#)[Jobs](#)[Management](#) [Careers](#) [Security](#) [Hardware](#) [Software](#) [Data Mgmt](#) [Networking](#) [Government](#) [Mobile](#) [Development](#) [Industry](#)**White Paper: Best Practices for Pipeline Management**

Factors impacting your ability to effectively manage the pipeline.

Knowledge Centers

[Security](#)
[Storage](#)
[Mobile & Wireless](#)
[Hardware](#)
[Business Intelligence](#)
[Networking](#)
[Software](#)

Jump to any Knowledge Center**Partner Zones**

[Business Service Mgmt](#)
[Collaboration](#)
[Convergence](#)
[CRM OnDemand](#)
[Grid Computing](#)

Features[Home](#) > [Browse Topics](#) > [Software](#) > [CRM](#)

Cisco, Microsoft merge IP telephony with CRM

The Cisco CRM Communications Connector software was developed with Microsoft's help

News Story by Stephen Lawson

AUGUST 23, 2004 ([IDG NEWS SERVICE](#)) - Beginning today, Cisco Systems Inc. is set to offer a tool to help small and medium-size businesses use Microsoft Corp. CRM software in combination with a Cisco IP communications system.

The Cisco CRM Communications Connector software, developed with Microsoft's help, is designed to bring together the Microsoft Business Solutions CRM application and Cisco's IP Communications converged network technology.

The software automates some functions to make it easier for businesses with 20 to 999 employees to use CRM software, said Peter Alexander, vice president of Cisco's Worldwide Commercial Market Segment. For example, as soon as a sales or service representative takes a call from a customer, that customer's profile can pop up on the screen, with his account history and other information.



Print-friendly



E-mail this



Feedback



Reprints

Related to this topic

- > [Broadcaster Sues EDS Over CRM Contract](#)
- > [J.D. Edwards Users Still Aren't Sold on PeopleSoft's Takeover](#)
- > [Sidebar: Acquisition's Long-Term Effect Is Still an Open Question, Analysts Say](#)

[Latest Headlines](#)
[This Week's Issue](#)
[Shark Tank](#)
[Research](#)
[Webcasts](#)
[White Papers](#)
[Software Downloads](#)
[Buyer's Guides](#)
[E-mail Newsletters](#)
[XML News Feeds](#)

Few small and medium-size businesses use CRM, partly because the software from major CRM vendors is too expensive and complex for them, according to Yankee Group analyst Helen Chan. Those that have gone as far as integrating CRM with an IP telephony system have had to rely on a systems integrator that created its own software -- a lengthy and expensive process. That also limits the customer's freedom down the road, Chan said.

"To get this to work before, it required someone to sit down and write a custom application, and all that technology is proprietary," Chan said. As a result, for updates or additions to the system, "you're always going back to that same partner," she said.

Other features of the CRM Communications Connector include tracking call duration, dialing a contact's phone number by clicking on an entry in Microsoft CRM, capturing information such as phone numbers on each incoming and outgoing call, and creating a new customer record in the CRM software when a new customer calls, according to Cisco and Microsoft.

Such features could help small and medium-size businesses become more competitive and are likely to become increasingly important, Chan said. Customers, especially users of professional services, expect quick responses from companies in the age of the Internet, she said.

Some components of the CRM Communications Connector run on a server and some on desktops, according to Cisco's Alexander. The product is available immediately, free of charge, to qualified Cisco channel partners worldwide.

The availability of the new software also should aid Cisco and Microsoft channel partners, Chan said. "It helps partners go to market faster and helps them work through each customer's situation faster," she said. "The only thing the channel partner really has to deal with ... is how to sell it." Today, that still involves an in-person educational process in most cases, she noted.

Cisco is also expected to kick off another partner benefit today, the CRM Express Solution Specialization. This program will allow its SMB channel partners to train and be certified for a specialization in integrating Microsoft CRM with Cisco IP Communications systems. Any partners that are not also Microsoft resellers can then be matched up by Cisco with a Microsoft partner to supply the



Where are your
Web services hiding?

 Computer Associates®
 

Other resources

> [White Paper: Best Practices for Pipeline Management - Factors impacting your ability to effectively manage the pipeline.](#)

CRM software, Cisco said.

Subscribe to our CRM e-mail newsletter:

E-mail ZIP Code

Also in the CRM Knowledge Center

[News](#) | [Discussions](#) | [Buyers' Guides](#) | [Resource Links](#) | [White Papers](#) | [Mobile Channel](#) | [E-mail newsletters](#)

[XML](#) > [CRM XML Feed](#) > [XML Feed FAQ](#)

Reprinted with permission from



For more news from IDG visit IDG.net
Story copyright 2004 International Data Group. All rights reserved.

Additional Content

CRM White Papers



Read up on the latest ideas and technologies from companies that sell hardware, software and services.

- [FDC White Paper: "Flexible Database Clusters with IBM eServer"](#)
- [Realizing the Mobile Enterprise with 2.5G Wireless Solutions](#)
- [DELIVER EMPLOYEE SELF-SERVICE PORTALS](#)
- [Best Practices for Pipeline Management --](#)
- [Computerworld Research Report:](#)
- [View CRM whitepapers](#)

Computerworld Zones



Oracle Collaboration Suite offers customers a suite of enterprise-class messaging and

collaboration applications that enables organizations to increase user productivity and service levels while reducing total cost of ownership. Please take a look at this exclusive content from the Oracle Collaboration Zone.

- [White Paper: Spend Less, Collaborate More](#)
- [Case Study: EPL, Inc. Builds Software Products Seven Times Faster](#)
- [Video: Customers Benefiting from Oracle Collaboration Suite](#)
- [View the Oracle Collaboration Zone](#)

Computerworld Briefings



Disaster Recovery: Preparing for the Worst
Computerworld's new Executive Briefing on disaster recovery gives you peer-tested advice for recovering from disasters - and avoiding the top 5 classic blunders. Get ready for this year's hurricanes, tornadoes and power outages! You'll also get insider tips on

how to test your disaster recovery plan and make sure your suppliers are on board, too. Get this \$195 value free for a limited time, compliments of Veritas.

- [Download this report free.](#)
- [Purchase this report.](#)

Sponsored Links

Mobilize Your Enterprise For Success [New Webcast](#)

Free Guide [How to web-enable BPM apps in just weeks, not months](#)

Forrester Webcast [Addressing Web App Delivery Challenges](#)

HP workstations at PC prices [Xtreme machines for Xtreme users. Click here or Call 1-888-367-2402](#)

Answers to real IT questions. Remedy. Ask a question today.

Remedy. More than just Help Desk, Asset Management, Change Management, and SLA. Remedy. More. Get More from a Free Whitepaper.

Improve IT Efficiency. Windows Server System makes it possible.

The IP migration A wake-up call

Securing Your Website for Business Looking for mission-critical server security?

Click for cost-effective Intel® enterprise solutions

Looking for service desk software that can save you money?

EnvoyWorldWide White Paper: 'Shattering the Myths of Automated Notifications'

Enterprise Grid Alliance Helping make grid computing work for you

Scalable. Affordable. Reliable. IBM eServer xSeries systems with Intel® XEON™ processors.

Dell has everything you need to Build a Scalable Enterprise Now.

Click here to share your thoughts on I.T. Chance to win a \$50 cash

HP workstations: the power to propel innovation.

HP Workstation Solutions for Financial Experts. Learn more.

HP digital projectors. Superior digital imaging technology. Buy now.

Enterprise Security Center: Exclusive collection of information for securing your business.

Retailers see opportunity in new technology investments Tune in to this new webcast to hear what's in store for 2004

MarketPlace Links

Intuit Help Desk & Network Management Software Intuit provides Track-It! and Network Monitor - the leading help desk and network management solutions for call tracking, problem resolution, IT asset management, electronic software distribution, and network performance monitoring...

5 Steps to IP Telephony Success Discover what an IP telephony solution can do for your business. Consider your options. Run the numbers through an ROI business case tool. Order free planning guides. Get a no-obligation quote. Understand the issues. Find a s...

TechExcel HelpDesk Software Suite With both Windows and Web user interfaces, TechExcel HelpDesk provides powerful solutions for help desk, Web forms, asset management, and customer/employee Web portal functions.

TechExcel CRM TechExcel CRM sets the standard for high-end CRM: powerful, configurable, affordable and easy to use.

HelpSTAR - Help Desk Software and Asset Management Download HelpSTAR Quick Evaluation Edition. Experience first hand how HelpSTAR help desk software can provide tangible improvements in response time, end user self help, first call resolution, and cost-justification of staff ...

[About Us](#) [Advertise](#) [Contacts](#) [Editorial Calendar](#) [Help Desk](#) [Privacy Policy](#) [Reprints](#) [Site Map](#)

Copyright © 2004 Computerworld Inc. All rights reserved. Reproduction in whole or in part in any form or medium without express [written permission](#) of Computerworld Inc. is prohibited. Computerworld and Computerworld.com and the respective logos are trademarks of International Data Group Inc.



September 12-15, 2004
Philadelphia Marriott
Philadelphia, Pennsylvania