

ModernBiz

A better way to know your customers
and grow your business



What is a modern business?

For small and midsize businesses, technology can make the difference in driving your company ahead - setting you apart from your competitors, whatever size they may be.

The modern business stays ahead of the rest by making technology a business advantage. According to a study by Boston Consulting Group, technology leaders far outperform their peers in the marketplace, creating jobs almost twice as fast as other small businesses and growing revenue 15 percent faster annually¹.

What keeps you up at night?

How can we stay **better connected** with our customers?

How can we create **personalised and targeted experiences** for our customers?

Will we meet our **sales goals**?

How can we **expand our business** with existing customers?

What are the best sales prospects and leads that we should **focus** on?

Can my employees access the information they need **from anywhere**?

Do our competitors **know more about our customers** than we do?

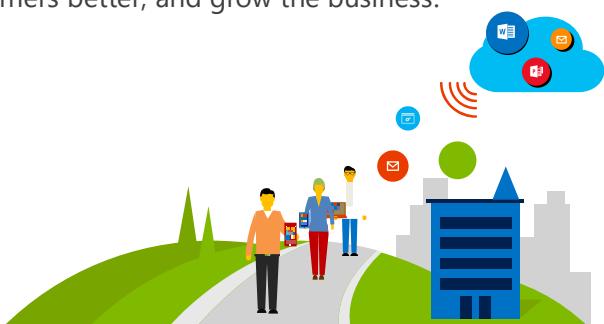
Helping your business grow

We have a really good idea about what your business needs to grow.

You want to be able to cut through the clutter - to **zero in** and easily identify what information is needed to better serve both your current customers as well as find new ones.

Your business wants to be able to find a relevant way to connect with your customers so you can **win faster** and respond to customer inquiries and issues quicker.

Your sales and service teams need to be able to easily collaborate, find and access the right information from wherever they are to ultimately **sell more**, service your customers better, and grow the business.



Are you a modern business? With Microsoft Dynamics CRM Online, you can use your data to help you target and win customers and then implement processes to keep them for the long-term.

Four ways you can use technology as a differentiator to grow your business

Understand your customer

Get a 360 degree view of your customers with insights into customer details like buying, service, and communication history in a single place. Use data as a competitive advantage - to help you understand your customers and connect with them on their terms.

Get your work done anywhere

Get your teams up and running quickly with a solution that provides a familiar experience - your PC, phone, tablet, and laptop. Work from the device you love.

Increase your sales

Identify and focus on the customers and opportunities that will help grow the company. Drive sales best practices across your organisation to help you reach your goals.

Work together easily

Bring together the right people wherever they are to take advantage of the combined knowledge of the experts in your organisation. Work with the right people, in the context of what you are doing.

"We save around £5,000 a year with Microsoft Dynamics CRM Online and our advisers can now use CRM tools on any device they choose."

Mark Mace, IT Manager
Blackstone Wealth Management



How Axon can help

We're there to help you every step of the way. Contact us today to get started in realising the benefits of the modern business with solutions from Microsoft

Visit <http://www.modern.biz/> for more info

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¹Boston Consulting Group, "Ahead of the Curve" study, October 2013.