

Adxstudio Portals for Microsoft Dynamics® CRM



Develop engaging CRM-integrated web portals, web sites and sophisticated web-facing, line-of-business applications with **Adxstudio Portals** and **Microsoft Dynamics® CRM 2011**.

Adxstudio Portals is a complete suite of CRM-integrated applications for total Web Engagement Management



Search

Find it Fast

Search and find important data across portal fields and content entities quickly using the convenient, integrated search tool



Web Content Management

Fully Integrated

Manage your content, including rich media, document files and attachments both in-CRM and in-browser with future state preview, content life-cycling and secure editorial work flows



Conferences & Events

Registration Confirmed

Manage conferences, trade shows and events; coordinate speakers, sponsors and exhibitors; facilitate attendee registrations, transactions and scheduling



Surveys & Polls

In-Depth Opinion & Understanding

Give your marketers more business intelligence (and the upper hand) with sophisticated research tools that track and report web visitor activities and trigger automated work flows



Social Tools

Join the Conversation

Get interactive with discussion forums, blogs, RSS feeds, page comments and ratings; track conversations and aggregate activity statistics



Membership

Rewarding Relationships

Manage visitor, user, author, and administrator roles, permissions and profiles instantly within the CRM or directly online



E-Service & E-Commerce

Helping Customers Help Themselves

Flex your sales muscles with product catalogs, shopping carts and transaction processing; support them with self-service help desk case management, service scheduling and knowledge base access



Multi-Regional & Multi-Lingual Portals

Speak Your Customers Language

Extend your reach to every corner of the world, respecting regional and national jurisdictional requirements, speaking the right language, to the right audience, at the right time

Adxstudio Portals instantly records web-collected user activity data directly into Dynamics® CRM

New in Version 4.1

Portal Deployment Wizard

helps you configure and get your portal solution up quickly

Front-side Editing Enhancements

with a flexible new content browsing interface for easier creation of links, images and rich media

Windows Azure CDN Support

using Azure's Content Delivery Network for distributed content delivery and enhanced capacity handling under heavy loads

Windows Azure ACS Authentication

for integrating single sign on into your portal applications and allowing users to choose from a variety of identity providers including Windows Live™ ID, Facebook, Google, Yahoo!, AD FS 2.0 and more

For a complete list of Version 4.1 upgrades and enhancements, visit community.adxstudio.com

Harness the power of commerce, community, and collaboration with Adxstudio Portals and Microsoft Dynamics® CRM 2011.



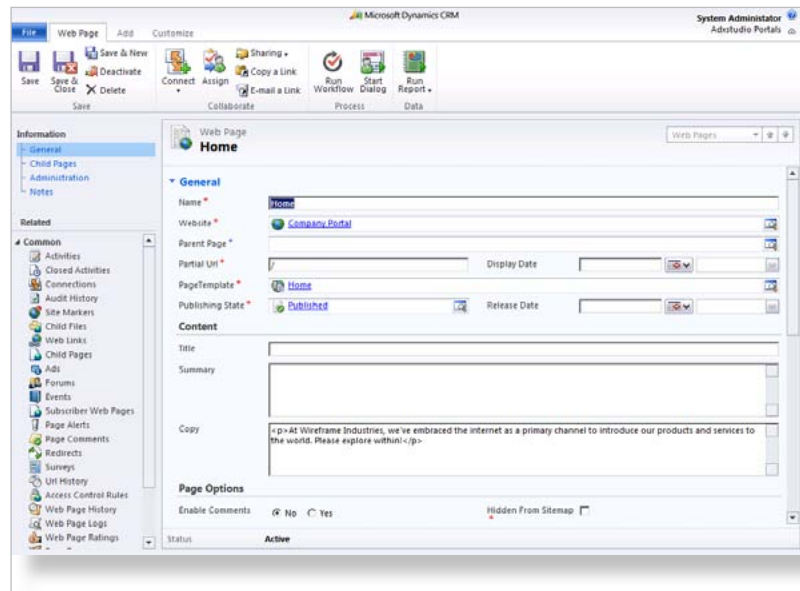
CRM-BASED ENGAGEMENT

It's a win-win for
your customers,
stakeholders,
web marketers,
service reps,
and content
specialists

UNLOCK THE WEB POTENTIAL IN MICROSOFT DYNAMICS® CRM

Think Adxstudio Portals for Extended CRM (xRM).

Develop sophisticated web-facing business applications with comprehensive back-office CRM integration, robust security, and flexible deployment options. Securely expose any CRM entity including contacts, service cases and knowledge bases to the web for display, applications and end-user self-service.



Easily manage your applications and data in familiar
Microsoft Dynamics CRM and Microsoft Outlook interfaces

INCLUDES STARTER WEB SITES



Content Management
Customer Self-Service
Conferences & Events
User Group Community
Catalog & Cart



POWERFUL WEB PORTALS - THE CRM WAY

Your Stakeholders are Unique. Extend your reach with multi-regional and multilingual portals, always speaking the right language to the right audience. With extensive membership, security, profile management and self-service features, Adxstudio Portals provides the perfect platform to build and manage entire communities across internet, intranet and extranet networks.

Visitor activity automatically informs and updates Microsoft Dynamics® CRM users with meaningful real-time data, triggering workflow actions with dramatic efficiency. And with user-defined reporting capabilities, your organization will have all the important metrics they need for assessment and strategic planning.

JUMP-START YOUR PORTAL DEVELOPMENT

Hit the ground running with five fully functional starter web sites.

Each Adxstudio Portals license includes five starter web sites that demonstrate the power of CRM-based web engagement. Easily customize them to meet your specific line-of-business requirements.

COMPARE ADXSTUDIO PORTALS with NO-COST ACCELERATORS

	Microsoft Accelerators	Adxstudio Portals
Authentication Options		
Windows Live ID, Facebook, Google, Yahoo!, AD FS 2.0	✓	✓
CRM Contacts, Leads, Users	✗	✓
Web Content Management		
Front-side WYSIWYG Editor	✓	✓
Web Link Management	✓	✓
File Management	✓	✓
State-Based Publishing	✗	✓
Content Life-Cycle Management	✗	✓
Content Security	✗	✓
Content Search within CRM	✗	✓
Multilingual & Multi-Regional Publishing	✗	✓
Web Portal Applications		
Content Tagging	✗	✓
Alerts	✗	✓
Discussion Forums	✗	✓
Content Search	✗	✓
Page Ratings & Comments	✗	✓
Download Tracking	✗	✓
Surveys & Polls	✗	✓
Time & Task Tracking	✗	✓
Membership Application and Registration	✗	✓
E-Commerce Products, Catalog & Cart	✗	✓
Help Desk and Service Scheduling	✓	✓
Web-based Profile Management	✓	✓
Knowledge Base	✓	✓
Conference & Event Management		
Event Planning	✓	✓
Event Attendance, Review, Comments	✓	✓
Recurring Events, Multi-Event Conferences	✗	✓
Conference Packaging, Registration Discounts	✗	✓
Travel and Hospitality Options	✗	✓
Add to Outlook Calendar	✗	✓
Session Schedule Creation	✗	✓
Sponsors Entity	✗	✓
Support		
Community	✓	✓
Corporate	✗	✓
Training	✗	✓

What our Partners are saying about Adxstudio Portals



"Engage embedded portions of Adxstudio Portals in the CMS module of our Engage Relativity™ solution, saving us time and money in an ever changing world, contributing to our continued delivery of world class solutions to world class organizations."

www.engage2day.com



"Adxstudio Portals has enabled Gap Consulting to standardize our delivery of Event, HR and IT portal solutions for Microsoft Dynamics CRM 2011 on a robust, supported platform. We've been able to replace custom platform code and productize our portal suite. This means we can focus on features and functionality, accelerating our development to our customer's advantage."

www.gapconsulting.co.uk



"We have been using Adxstudio's portal solution for the last two years to run extremely complex, multi-track events and conferences spanning several cities and borders. We benefit from having the ability to sell our clients on an event management website that also functions as a customer relationship management platform. It's highly customizable and adapts to our needs, providing us with the peace-of-mind to go about our day-to-day jobs while the system just works."

www.starshot.com

DID YOU KNOW?

Microsoft's
Dynamics® CRM
Web Portal SDK
is built upon a
foundation of
Adxstudio Portals
technologies

For complete information
about Adxstudio Portals visit
www.adxstudio.com/portals



Suncor Energy Centre, West Tower
3000 - 150 6th Ave. SW
Calgary AB T2P 3Y7
CANADA

1.800.508.7811
(within North America)
1.306.569.6500
www.adxstudio.com

2011
PRESIDENT'S CLUB
for Microsoft Dynamics

LICENSING – SIMPLE, FLEXIBLE & AFFORDABLE

No need to count seats. Adxstudio Portals is licensed per Microsoft Dynamics® CRM Organization - not per user. Whether on-premise, partner-hosted or on-line you pay one simple fee per CRM organization. Your first year of Annual Software Maintenance is included with each purchase. After year one, receive all product updates at a maintenance rate of 18% (of current license price) per year.

SYSTEM REQUIREMENTS

Adxstudio Portals is designed for the **Microsoft .NET 3.5 framework** and **Microsoft Dynamics® CRM 2011** deployed in any one of three deployment models: On-Premise, Partner-Hosted or CRM Online. Solutions created with Adxstudio Portals can be hosted in any CRM hosting facility or in-the-cloud using Microsoft Windows Azure.

SUPPORT

Get the most from your investment. Adxstudio offers training to empower your team and ensure they have the knowledge to take full advantage of Adxstudio Portals.

Get answers fast at our **developer community website** community.adxstudio.com. Share tips and tricks and interact directly with Adxstudio developers, partners and developer peers.

PARTNER PROGRAM

We're expanding our Partner Network. We're building long-term relationships with Microsoft-certified organizations that are committed to delivering the highest quality Microsoft Dynamics® CRM client solutions. Our Partner Program is designed for Microsoft Partner ISVs, Microsoft CRM Resellers, and third-party Referring Affiliates, with qualified sales support, technical training, a simple license structure, and attractive partner compensation. See complete information and application info at adxstudio.com/partners/partner-program-details.

ABOUT ADXSTUDIO INC.

Over a decade of web portal expertise. For the past 12 years, we've developed web-connected software designed to increase productivity, improve operational efficiencies, and maximize customer investments in Microsoft technology.

Headquartered in Western Canada, we're a qualified Microsoft Partner committed to developing innovative web portal solutions for the Microsoft Dynamics® CRM platform.

Our product, Adxstudio Portals, transforms Microsoft Dynamics® CRM 2011 into a powerful web engagement platform, connecting customers, partners and stakeholders to your organization online, with total CRM integration.

