

## INTRODUCING CRM Rules!

*THE VISIONARY PRODUCT THAT ALLOWS YOU TO CUSTOMIZE YOUR MICROSOFT DYNAMICS CRM FORMS WITHOUT CODING.*

CRM Rules! is a Microsoft Dynamics CRM 2011 add-on product that automatically generates JavaScript code from your specifications.

CRM Rules! allows you to easily customize your CRM forms in minutes, not hours, by enabling savvy users to define rules using CRM Rules! forms.

CRM Rules! works within Microsoft Dynamics CRM 2011, either online or on-premise.

Free up your IT department or consultant to do more technical, high skill programming.

## USE CRM Rules! TO

- ✓ Build a better CRM, faster.
- ✓ Customize your Microsoft Dynamic CRM 2011 system in minutes, without coding.
- ✓ Define your business logic in CRM Rules! forms.
- ✓ Create organized and consistent JavaScript code for your CRM without coding.
- ✓ Generate JavaScript code with the click of a button and integrate it with your CRM system.
- ✓ Reduce your CRM development costs while increasing the return on your investment.

## Is CRM Rules! right for you?

- Do you wish you could improve your CRM system but don't even know where to begin?
- Are you a small online customer with budget constraints?
- Are you tired of coding JavaScript in CRM?
- Is your IT department skilled, overworked, and looking to streamline whenever possible?

If you said "Yes" to one or more question, you need CRM Rules!

For more information and a free trial please contact:

# HOW EASY IS IT TO CREATE A RULE?

TO CREATE A RULE, simply enter criteria or conditions and actions to take when those conditions are true or false.

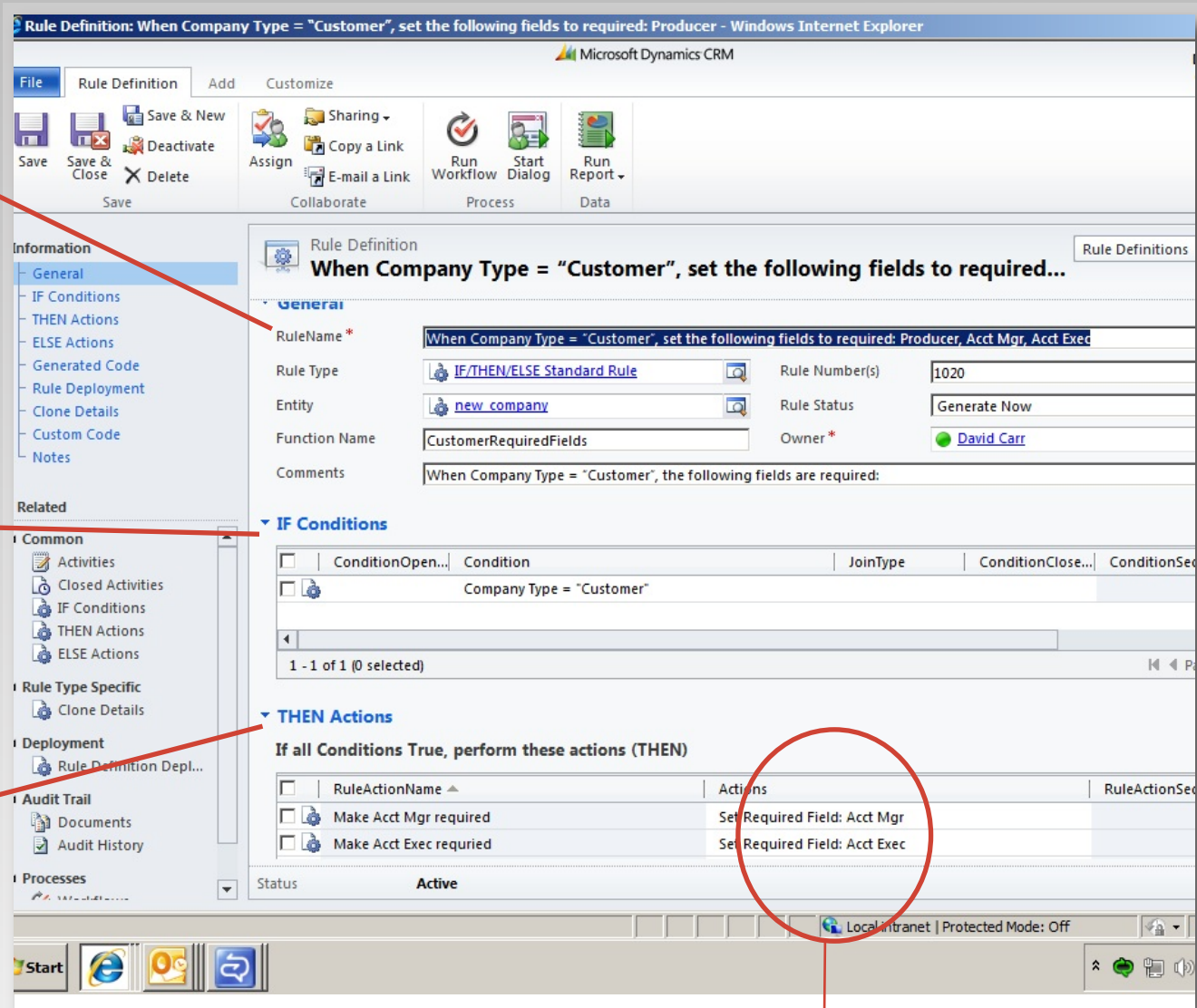
EXAMPLE: You require fields when your prospect becomes a customer.

We used  
CRM to build  
CRM Rules!

**Step 1**  
Name the rule  
and select  
rule type.

**Step 2**  
Define the  
conditions  
or criteria.

**Step 3**  
Define the actions  
to take if all the  
conditions are  
true.



ONCE YOU HAVE BUILT A RULE, identify the CRM events to run this rule on (OnLoad of a Form, onChange of a Field), then click one button to generate Javascript and Deploy it into your CRM forms.

All CRM fields are available in your terminology as you build the rule, because CRM Rules! uses data from your own CRM system.