

# Dynamics Integration

With Microsoft & Seismic, sellers are more empowered throughout the buyer journey with personalized content served with the right message at the right time.



## Engage customers in a new way with Seismic & Dynamics 365

Through Seismic's integration within Dynamics, sellers are more productive and Microsoft Dynamics utilization is higher. Sellers are empowered to make informed decisions and tailor content to buyers within minutes, meaning sales velocity accelerates and sales revenue increases.

### Key D365 Integration Points:



**Seismic drives D365 user adoption** by surfacing recommended content right within Dynamics CRM helping to increase seller productivity and improve customer engagement.



Seismic's integration with the D365 platform **supports up-sell of D365 and cross-sell of the Power Platform.**



Automatically log Seismic related activities in **Dynamics**

# Identifying Key Challenges and Solutions

**Challenge:** Internal Sales & Marketing teams are not collaborating effectively, and there is not a clear understanding of accurate data logging from sales teams or when and how marketing teams are launching content to sellers

**Solution:** Automation of data management and content distribution across siloed teams and systems.

**Challenge:** Quickly locating customer-facing collateral that includes the latest prospect data and personalization

**Solution:** Single 'source of truth' within D365 that can help generate customer collateral that pulls most up-to-date data throughout the sales cycle with flexibility to create content on the fly.

**Challenge:** There is a lack of visibility into what content performs well and how to personalize collateral for better engagement

**Solution:** Knowledge of prospect intentions and interest through adaptable links to send multiple docs with customized responses.

**Challenge:** Sellers are spending too much time finding the right content

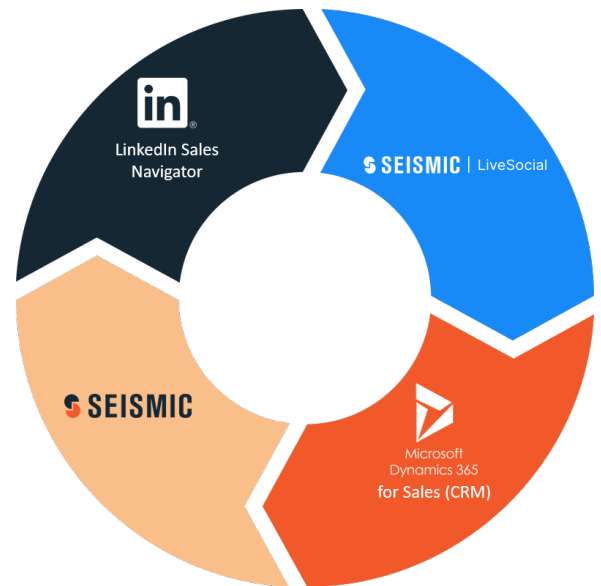
**Solution:** AI Powered predictive recommendations for next best content to help with sales speed and easy-to-search for most relevant content by vertical.

# The New Digital Customer Experience

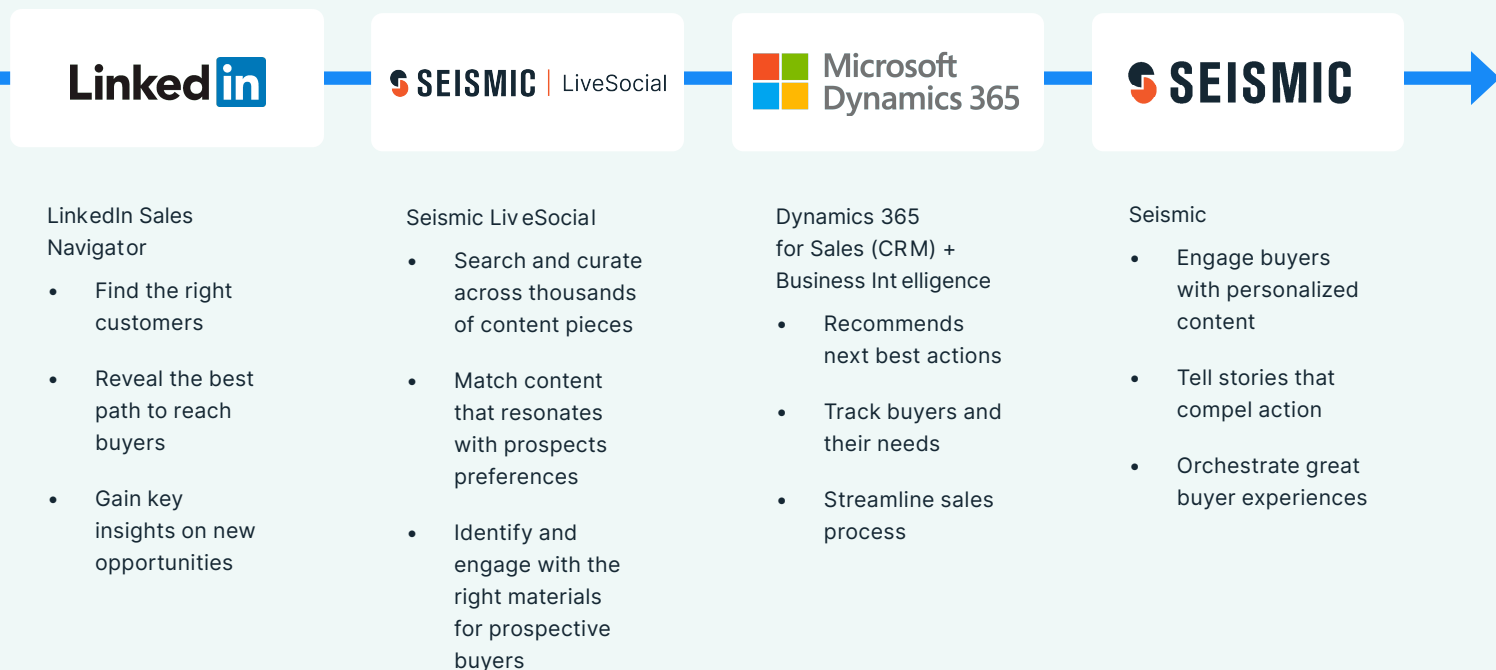
Find and engage customers with key insights by leveraging the power of Seismic, LinkedIn Sales Navigator and Dynamics 365.

## How?

MRSs combines Dynamics 365's intuitive ease-of-use with LinkedIn Sales Navigator to identify qualified buyers and deliver valuable insights to nurture prospects. Seismic LiveSocial gives sellers a social engagement platform to build influence and authority with prospective buyers. Seismic's sales enablement platform allows sellers to tailor content and presentations to specific audiences while ensuring they always have the latest and greatest content available.



## The Customer Experience Journey



Learn more at [www.seismic.com](http://www.seismic.com) →

