



# CRM Innovation

*Functional Enhancements for Dynamics CRM*

*so easy even a marketing manager could do it*

## Web2CRM



**Get website form data into  
CRM really fast!**

### Start using online forms today!

Web2CRM allows Microsoft Dynamics CRM 4.0 customers to integrate form submission from their website into data records in their CRM system.

### New Features

- Multiple forms per CRM entity. Create audience specific webform layouts.
- HTTPS secure socket layer option. Place forms on secure web pages on your site.
- Pass CRM record Lookup GUID values to link form data to records in CRM, such as Campaign Responses, Cases, and Contacts/Accounts. Build forms using static or dynamic record links to CRM.
- Improved error handling provides more user feedback during form data entry.

### It's that easy!

Build and publish a form in less than 10 minutes without any programming.

This solution works with all implementation scenarios of CRM 4.0 – Online, OnPremise, Partner Hosted.

**Log on to <http://www.CRMInnovation.com/web2crm>  
for your FREE 7-day trial!**

**Microsoft**  
**GOLD CERTIFIED**  
Partner



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