

Microsoft Dynamics in a soda can, sort of


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It is not uncommon for a product team to produce some custom soda cans (really, carbonated water) for distribution at Microsoft cafeterias. Last year, the Microsoft Dynamics™ CRM 2011 team put some custom cans of sparkling water in the coolers extolling the virtues of their new product. It took the form of a side-by-side feature comparison.

	water	 Microsoft Dynamics CRM 2011
Used by leading companies worldwide	•	•
Available in the cloud in at least 40 markets	•	•
Available on premises worldwide	•	•
Consumed through a native Microsoft Outlook client	Not recommended	•
Is a great thirst quencher	•	
Makes people more productive	•	•
New flavor coming in January 2011		•

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They didn't stop at soda cans. They also branded the napkin dispensers. (The napkin dispensers have a clear panel in which a message can be inserted.)

napkins



Microsoft
Dynamics CRM 2011

Used by leading companies worldwide	•	•
Used for recording and sharing ideas	•	•
Available on premises worldwide	•	•
Available in the cloud in 40 markets		•
Cleans up messy IT departments	•	•

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POWER of
PRODUCTIVITY



Microsoft
Dynamics CRM 2011
In the cloud in 40 markets
worldwide—January 2011

Learn more at <http://crm.dynamics.com/>

(I changed the URLs from an internal Web site to the public Microsoft Dynamics™ CRM Web site.)

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