



Microsoft Dynamics CRM 2016 Customization - Second Edition

Nicolae Tarla

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Key Features

- Latest guide on customizing your system using various features in Dynamics CRM 2016
- Highly practical, example-rich guide that gives you power to bend Dynamics CRM to maximize profits in your organization;
- A no-code guide that is easy to follow for even non-programmers

Book Description

Microsoft Dynamics CRM is a Microsoft solution to satisfy the various needs of customer relationship management and is already equipped to be flexible to meet the needs of businesses. With Microsoft Dynamics CRM 2016, many new features were added for social, marketing, sales, and integration with other tools. These features add many dimensions to customization.

This book will not only showcase how CRM can be customized, but will also be your guide on how the latest advancements in Dynamics CRM 2016 can be used to benefit your business.

You will learn how to enhance the functionality of Microsoft Dynamics CRM 2016 and use it to serve different businesses of various scales. You will see how to get ready to customize CRM and then quickly move on to grasp the CRM app structure, which will help you customize Dynamics CRM better. You will find out how to customize CRM for sales, service, marketing, and social. We'll also show you how CRM 2016 can be seamlessly embedded into various productivity tools, and how to customize CRM for machine learning and contextual guidance. Finally, we'll also cover the latest advancements in CRM's mobile capabilities and its complete offline support so you can better customize it.

What you will learn

- Latest guide on customizing your system using various features in Dynamics CRM 2016
- Highly practical, example-rich guide that gives you power to bend Dynamics CRM to maximize profits in your organization
- A no-code guide that is easy to follow for even non-programmers

About the Author

Nicolae Tarla is a senior consultant who works with Dynamics CRM in a Solution Architecture and Technical Pre-Sales Specialist role. He has worked on various mid-sized to enterprise-level Dynamics CRM and SharePoint solutions for both the private and public sectors. He has been delivering Microsoft Dynamics CRM solutions since Version 3.0 of the product was launched.

Nicolae is the technical reviewer of Microsoft Dynamics CRM 2011: Dashboards Cookbook and the author of Microsoft Dynamics CRM 2011: Scripting Cookbook and Microsoft Dynamics CRM Customization Essentials. He is an active blogger at <http://www.thecrmwiz.com>. Also, he has presented at various public

events, including eXtreme CRM in 2014. In 2014, Nicolae was awarded with Dynamics CRM MVP.

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