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Parature Launches New Customer Service Integration For Dynamics CRM Online

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Parature, a provider of customer service and customer care software systems has received a vote of confidence from Microsoft in their announcement of a new integration between ParaConnect, Parature's on-demand solution suite, and Microsoft Dynamics CRM Online. According to Parature, the new offering "provides their customers with a one-stop shop for all their service and support needs, leading to greater all-around customer satisfaction."

"This new solution highlights how the flexibility of the Microsoft Dynamics CRM platform enables rapid innovation from Microsoft partners like Parature," said Brad Wilson, general manager of Microsoft Dynamics CRM at Microsoft Corp. "The combined solution provides a great customer experience for new and experienced users alike."

Parature provides two core "100% on-demand" options, one serving the CRM space and the other serving the HR space. Parature's "100% on-demand" claim is centered on providing white label end-to-end service and support, ranging from implementation services, to training, to integration, optimization and ongoing customer support. Many joint Dynamics CRM Online and Parature customers "really appreciate the benefits of this customer facing approach offered from Parature", said Gary McNeil, VP of Marketing with Parature.

According to Duke Chung, Parature's founder and Chief Strategy Officer, ParaConnect essentially cross checks data in the Dynamics CRM Online system against the Parature system to ensure they match. Two separate data sources are maintained. One of the primary benefits of the integration lies in its ability to provide sales staffs visibility into CRM data, which is often critical for them to do their jobs efficiently and effectively.

"We made the decision a long time ago to partner with Microsoft because they're leading the innovation", said Chung. "This decision to partner with Microsoft has lead Parature to become one the world's largest SaaS providers built on Microsoft technologies". Chung and McNeil went on to explain that integrating with Microsoft was also a natural evolution. More and more, they're finding customers running Parature and Dynamics CRM Online jointly. The integration between the systems was done mostly by Parature, according to Chung, but Microsoft provided technical resources for guidance on the project.

Through the use of a modular approach, Parature customers can choose those functional areas most critical to their particular operations, such as a portal, knowledge base, and reporting functionality, just to list a few. Parature also offers industry specific solutions for several key areas, including associations, education, gaming, interactive media, service, and technology.

Parature lists customers on their web site in industries ranging from retail to entertainment. However, what's most telling about their list of customers, beyond the wide spectrum of industries they belong to, is what appears to be heavier concentration in the academic and education space. Customers of theirs in this area include Angel Learning, Brenau University, Florida State University, and Indiana State University.

Beyond their success in specific verticals, Parature is looking at things geographically. When asked about where he expects to see continued and increased traction for both Dynamics CRM Online and Parature, Chung sites the U.K. and Europe as areas they're keeping a close eye on. "We're seeing a large number of joint customers in the U.K. asking for integration solutions with Dynamics CRM Online. We expect this need to continue, and probably spread to Europe as well."

Dynamics CRM Online integration being at the forefront Parature's most recent press release, coupled with their ability to reach the academic/education market, might be an indication of other opportunities and areas of focus for Microsoft Dynamics CRM ISVs in the coming months. Parature's close collaboration and the blessing of their new integration product from Microsoft indicates that Microsoft may be thinking along the same lines.

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