



Hosted Microsoft Dynamics CRM 3.0 Drives Beachfront Baja Business Development

Highlights

- Beachfront Baja implemented Microsoft CRM to manage sales contacts on behalf of their real estate developer clients
- Microsoft Dynamics CRM provides the flexibility and ease of use required for broad user adoption
- The Microsoft CRM system has proven to be a valuable marketing tool for Beachfront Baja that has resulted in new real estate development clients
- Microsoft Gold Certified partner Project Hosts was selected as Beachfront Baja's hosting partner based on our CRM-certified staff, month-to-month contracts, and outstanding 24x7 support

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~ Robert Donnell, President of Beachfront Baja (beachfrontbaja.com)

▶ Implementing an Effective CRM Solution

Staying on top of sales leads had previously been a major challenge for Beachfront Baja (www.beachfrontbaja.com) and their president, Robert Donnell. The company, which provides marketing and sales services for Baja real estate developers, has a five person sales force that they plan to grow to ten in the near future.

"We tried multiple CRM systems in the past but always found at least one critical factor that wouldn't work correctly or was very awkward to use," says Robert Donnell, Beachfront Baja president. Their experience since implementing Microsoft Dynamics CRM 3.0 in November 2006 has been refreshing.

"We have not run into anything that we wanted Microsoft Dynamics CRM 3.0 to do that it could not accomplish. The salespeople have started using it and have figured out how best to leverage its capabilities, even those who have been resistant to these types of CRM systems in the past," says Donnell.

▶ Microsoft Dynamics CRM System Spurs Business Development

One unexpected benefit of the hosted Microsoft CRM system has been a surge in successful business development efforts. Beachfront Baja has gotten more clients – Baja real estate developers – due to their CRM implementation.

"The Microsoft CRM system has been a great marketing tool for us. When we show it to developers, they can see how leads will flow through the system and they gain confidence in our sales operations," says Donnell. Coupled with the ease of implementing Microsoft CRM as a Software as a Service (SaaS) system, the system has generated immediate value with minimal implementation challenges.



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~ Robert Donnell, Beachfront Baja

▶ The Benefits of Hosted CRM

“Once we decided on Microsoft CRM, the choice between onsite and a SaaS deployment was easy for us. We did not have the internal IT resources to deploy our own CRM server. Selecting Project Hosts as our hosting partner allowed us to roll out our system within a few days. The low monthly cost and month-to-month contracts make the system very affordable and provide us with considerable flexibility,” says Donnell.

After receiving the Beachfront Baja order, Project Hosts delivered a fully functional, live Microsoft CRM environment within five business days. Project Hosts manages system maintenance and backup through its Tier 1 data center and provides 24x7 system monitoring and support to assure high availability and performance.

▶ Project Hosts: An Experienced, Trusted CRM Hosting Partner

Project Hosts provides hosted Microsoft CRM, Office, and Enterprise Project Management (EPM) solutions to tens of thousands of users worldwide. 24x7 support and the performance and reliability benefits of a hosted solution are all compelling reasons for companies to partner with Project Hosts. With companies ranging from members of the Global 1000 down to early stage startups relying on Project Hosts for SaaS access to Microsoft applications, Beachfront Baja is in good company.

▶ About Beachfront Baja

Beachfront Baja (www.beachfrontbaja.com) provides marketing and sales services for Baja real estate developers. They are a team of real estate and business professionals that are “old Mexico hands”. The team shares a love of Baja California and they have discovered the wealth of opportunities that Mexico has to offer. They saw a growing need for U.S and other foreign buyers to understand and feel secure about buying in Baja, Mexico and for Baja real estate developers to effectively connect with potential buyers.

▶ About Project Hosts

Project Hosts is the world’s leading provider of hosted platforms for Microsoft Office Enterprise Project Management (EPM), Microsoft Dynamics CRM, and Microsoft Office SharePoint Server. Using the latest Microsoft technologies and proven managed-hosting techniques, Project Hosts significantly reduces the time, costs and complexities typically involved in onsite EPM, CRM, and SharePoint Server configuration, deployment, and ongoing management. Project Hosts services include CRM and EPM online tours, proof of concept evaluations, online pilots, and long-term hosting engagements. Based in Silicon Valley, Project Hosts has provided hosted solutions to more than 20,000 users worldwide. To learn more, visit www.ProjectHosts.com.