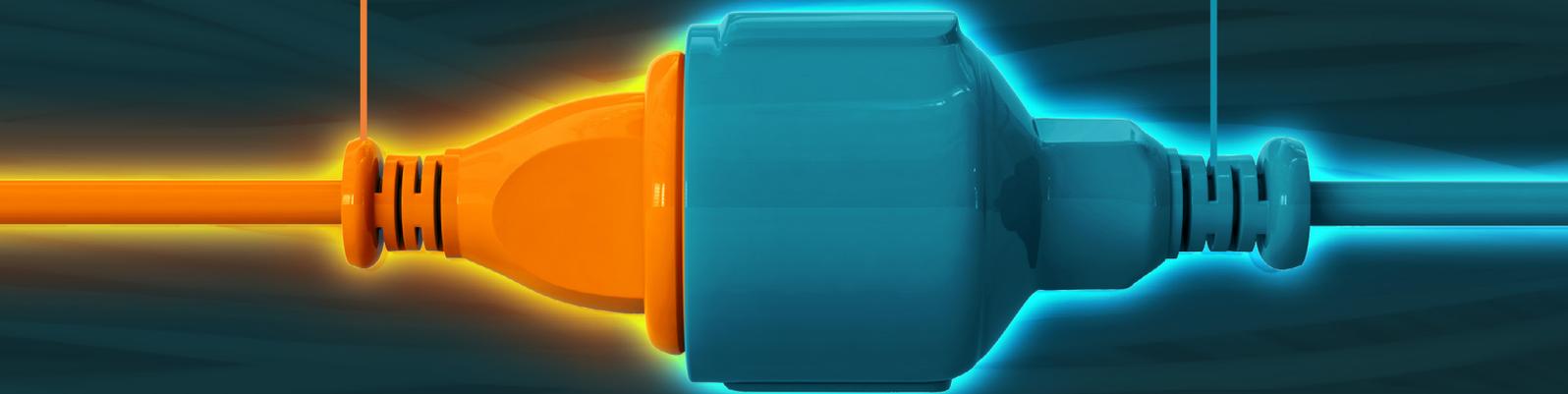


Plug and Play



Graydon API for Microsoft Dynamics 365 Customer Engagement

Make up-to-date customer information always available
within your CRM system

GRAYDON
next generation intelligence

Do you want to organise your sales department as efficiently as possible? Do you notice that finance and sales pursue the same goal, but do not always speak the same language? Or is your own customer information contaminated and you do not only want to clean it up, but above all prevent it from happening again? Then Graydon offers an excellent solution: its API specifically for Microsoft Dynamics 365 Customer Engagement.

Contaminated data gets in the way of sales

A huge source of frustration for any sales employee: upon arrival, finding out that the (potential) customer has moved to another premises, which means more than one door is now closed. A waste of time and effort. Something that could have been easily prevented, if the customer information that your organisation has was up to date!

Finance and sales do not speak the same language

The sales and finance departments are striving towards a common goal, but looking at customers in entirely different ways. Sales mainly sees opportunities when they can work with an organisation and would like to do business as soon as possible.

Finance looks much more at the raw figures and wants to therefore map the company's situation as quickly as possible. Because of this, it is common for a sales employee to put a lot of effort into a potential customer, but finance holds back a deal because the risks (such as the chance of non-payment) are too great. This can of course be done much more efficiently, but only when everyone has the same - complete - information!

Today's customer data is not the customer data of tomorrow

On average, every year between 20 and 30 percent of data within systems becomes polluted. Not surprising, given a lot of data is filled in manually. Because of this, organisations are not always aware when company data changes. No automatic updates when an address has changed. No refresh when the financial situation of a (potential) customer changes. In positive or negative sense. That's bad, because the customer data of today is not tomorrow's customer data.

Graydon API for Microsoft Dynamics 365 Customer Engagement

Using the Graydon API for Microsoft we offer Dynamics 365 Customer Engagement organisations an accessible and applicable way to combine their usual CRM system with the most complete,

up-to-date customer information available, via the Graydon database. In this way your organisation always has insight into the best and most comprehensive company data from Graydon via a state-of-the-art API.

An API: what is that again?

An Application Programming Interface, or an API, is a software interface that allows two applications to communicate with each other. In the case of the Graydon API for Microsoft Dynamics 365 Customer Engagement, it uses the Graydon database and your Microsoft Dynamics 365 environment to communicate effortlessly with each other. As a result, you have access to all the company information that your sales department needs to maintain and build customer relationships.

General company information and financial business data

The data sent through the Graydon API for Microsoft Dynamics 365 Customer Engagement becomes available within your CRM system, and is versatile in nature:

General company information

Think of addresses, the number of employees, the legal form, activities and Companies House number of the company in question.

Financial data

This is more in-depth information with the most relevant financial data of a company. Think about credit scores, the payment behaviour of the organisation, the turnover of the company and the available working capital.

Directors and shareholders

Via the Graydon API, your Microsoft Dynamics 365 environment also provides insight into who the directors and shareholders are within the company with which you do or wish to do business.

Via the application, the user searches for a company. This can be done using the company name or unique number.

When searching by company name, the user selects the correct company from the list.

Company Name	Address	Office Type
GRAYDON BELGIUM	Uitbreidingstraat 84, 2600 Antwerpen	Main office
Graydon Holding N.V.	Hullenbergweg 260, 1101 BV Amsterdam	Main office

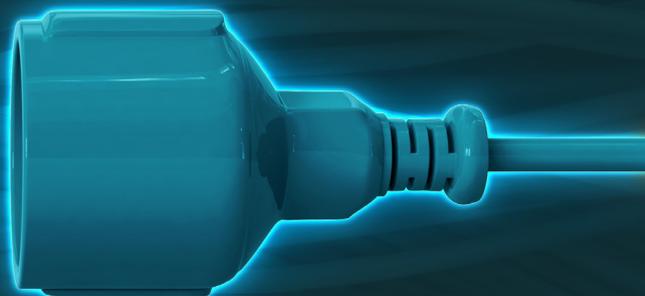
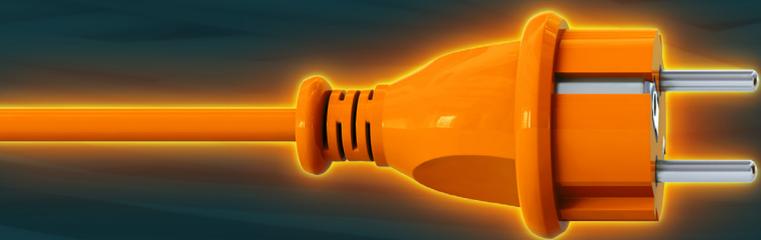
The up-to-date data from Graydon is shown alongside existing information from the CRM

Label	Your current data	Graydon result data
KVKNumber (NL only)	<input type="radio"/>	<input type="radio"/> N/A
Name of company	<input type="radio"/> GRAYDON BELGIUM	<input type="radio"/> GRAYDON BELGIUM
Streetname	<input type="radio"/> No data.	<input type="radio"/> Uitbreidingstraat
Housenumber	<input type="radio"/> No data.	<input type="radio"/> 84
Postalcode	<input type="radio"/> No data.	<input type="radio"/> 2600

In addition to a summary and predictive scores the user sees the most important financial figures from previous years. The directors and shareholders are also shown.

ACCOUNT INFORMATION		Address	
Account Name	GRAYDON BELGIUM	Street Name	Uitbreidingstraat
VAT number	BE0422319093	House Number	84
KVK Number	N/A	ZIP/Postal Code	2600
Legal Form	Limited company	City	Antwerpen
Status	Active	Country Code	BE
Activity Description	Composing databases by centralizing and whether or not inter...	Country/Region	BELGIUM
Office Type	Main office		

Graydon Rating	AAA	Payment Score	9,2
Graydon Rating (percentage)	0.03	Credit Limit	1041000
Graydon Rating Description	Probability of default is low	Credit Flag	G
		Credit Flag Description	Green



Want the Graydon API? The steps to take:

Roughly speaking, the roadmap consists of five steps:

1. Download the Graydon API for Microsoft Dynamics 365 Customer Engagement in the Microsoft Appstore.
2. Enter your details on the registration page.
3. You can start with the trial version.
4. Satisfied with the trial? Enter your package choice and your contract is drawn up.
5. Once you receive a confirmation email, the Graydon database is available within your Microsoft Dynamics 365 environment. You can get started!

Transparent business operations increase financial health

At Graydon we are in favour of transparency in business operations. When companies are aware of each other's (financial) situation, this brings efficient and decisive business and with that, the health of the economy. The Graydon API for Microsoft Dynamics 365 Customer Engagement increases efficiency and transparency.

The Graydon API, at your disposal

Thousands of companies are already making use of the Graydon database, but often use it separately from their CRM and ERP system, such as Microsoft Dynamics 365. While you are already using it,

merging these two systems can result in big efficiency gains. How this combination comes about you decide for yourself.

Using the existing connector?

State-of-the-art and immediately at your disposal: you can get started with company data right away and you don't have any further work to do.

Or build a connection yourself?

Which can. Whether you outsource or implement this yourself: our Graydon API platform is at your disposal.

The benefits of Graydon API for Microsoft Dynamics 365 Customer Engagement

- Easily requested and delivered to you and available in your CRM system in no time
- You will know everything you need to know, in three clicks
- All relevant company information clearly arranged in one system
- The Graydon database automatically generates new data and is always up to date
- Increased efficiency within your business operations
- Brings sales and finance together

Want to find out more about the Graydon API for Microsoft Dynamics 365 Customer Engagement?

Then contact our experts, through +32 3 280 88 00 or info@graydon.be

GRAYDON
next generation intelligence

Uitbreidingstraat 84-b1
2600 Antwerpen (Berchem)

+32 3 280 88 00
info@graydon.be
www.graydon.be