

## Background Information

InfoGrow has a 27-year proven track record in showing companies how to accelerate their customer engagement effectiveness to drive profitability. Today with our BI, NAV and marketing partners, we show clients how to utilize Dynamics 365 as a competitive advantage.

InfoGrow is a client's strategic resource for in lead management, business intelligence, data mapping visualization, and B2B market analytics. InfoGrow helps clients identify their best prospects, discover missed opportunities, focusing account reps on the most profitable accounts, and reducing marketing waste.

A Microsoft Partner, certified on Dynamics 365/CRM and Bing Maps application development. InfoGrow is a Microsoft ADX Portal Partner and an Act-On marketing automation partner.

Learn more about InfoGrow at:

- Blog - <http://www.infogrowcorp.com/blog>
- Website - [www.InfoGrowCorp.com](http://www.InfoGrowCorp.com)
- CRM Software Blog - <http://www.crmsoftwareblog.com/?s=infogrow>

### SFA/CRM Background

Twenty-seven years ago, InfoGrow began our SFA/CRM experience as a Telemagic VAR. By the time Telemagic was sold, InfoGrow was a member of the top ten resellers in North America. InfoGrow moved to GoldMine where we continued our growth until Microsoft entered the CRM marketplace.

InfoGrow's approach to customer engagement applications is based on achieving the business value expected from a CRM system. We are sales & marketing consultants first with a great technology delivery team that understands how to best configure the tools around processes and changing behaviors. Because of our approach, a good third of our business is fixing previously deployed Dynamics systems.

# InfoGrow

Accelerating Profitability Through Exceptional Customer Engagement

Some of Our Current Clients Include:



## Business Partnerships

InfoGrow's business and development alliances are strategically cultivated to deliver exceptional products, superior services and high return on investment to our clients. We don't pretend to know everything about what your organization may need so over the years we have developed strategic relationships with highly qualified providers that we are proud to introduce for your consideration. Your success is our success, regardless of how it is achieved.

## Trusted Development Partners

- Microsoft
- Act-On
- InsideView
- Scribe

## Expert Business Partners

- ColemanWick - Market analytics
- Gianfagna Strategic Marketing – Marketing strategy and copy development
- Library Grove Software – NAV
- Vizion Solutions – Data warehouse, Power BI – a Microsoft Showcase partner

Learn More > <http://www.infogrowcorp.com/alliances.html>

## Dynamics ISV

InfoGrow has long understood the value of data visualization, and building on both our Bing Maps experience and our rich Dynamics CRM background, we are a Microsoft ISV. Our application, CRM SmartMap turns Dynamics 365 Sales data into comprehensive maps to drive more appointments and sales opportunities. Fully integrated with Dynamics 365 and powered by Bing Maps, CRM SmartMap provides the user the ability to be more productive and understand their data to find the sales opportunities that lie hidden.

On the desktop, users develop strategic and efficient travel itineraries before they hit the road and use their smartphone to follow their call plan or find other customers/prospects around them.

Learn More > <http://marketing.infogrowcorp.com/acton/attachment/2336/u-003d/0/-/-/-/>

[www.crmsmartmap.com](http://www.crmsmartmap.com)