

MICROSOFT DYNAMICS CRM SPOTLIGHT

Unify your data across LoginRadius and Microsoft Dynamics CRM (Dynamics CRM) while leveraging your existing workflows and processes. This LoginRadius integration is broken down into a few different parts. Together, they provide a set of unified data requirements and workflows within LoginRadius and Dynamics CRM.

Data Syncing

Take advantage of two-way data syncing via the LoginRadius Integration Platform. Keep your data up to date in both Dynamics CRM and LoginRadius regardless of where you are interacting with the data. Define specific mappings and requirements for the flow of data between your Dynamics CRM environment and LoginRadius using a customizable set of data syncing rules. The data flow is broken down into two streams: LoginRadius → Dynamics CRM and Dynamics CRM → LoginRadius.



Data flowing from LoginRadius to Dynamics CRM uses all of our standard [LoginRadius Integration Platform](#) features:

1. **Control the data that is submitted to Dynamics CRM** with customizable data field mapping. This data includes any custom fields or custom objects that are a part of your [Data Schema](#).
2. **Control when and how data is synced to Dynamics CRM using business rules.** For example, only submit user data from LoginRadius to Dynamics CRM if the user has X role and matches certain criteria.
3. **LoginRadius takes care of all automation and maintenance,** which allows you to focus on how you can leverage the data rather than on processing changes.

Data flowing into LoginRadius also uses the LoginRadius Integration Platform. Easily subscribe Dynamics CRM events to a unique LoginRadius endpoint, which securely accepts posted data, processes and sanitizes the data, and adds or updates the information directly into the LoginRadius data store.

Built-in Workflows



The standard managed solution works as a central point where you can begin layering in additional plugins and functionality based on your business requirements:

Password Management - Allow your administrators to directly facilitate requests from customers to change, update, or reset their passwords through Dynamics CRM. Remove the hassle for your customers to go through complicated steps to manage their passwords and eliminate the need for your administrators to log in to the LoginRadius dashboard.

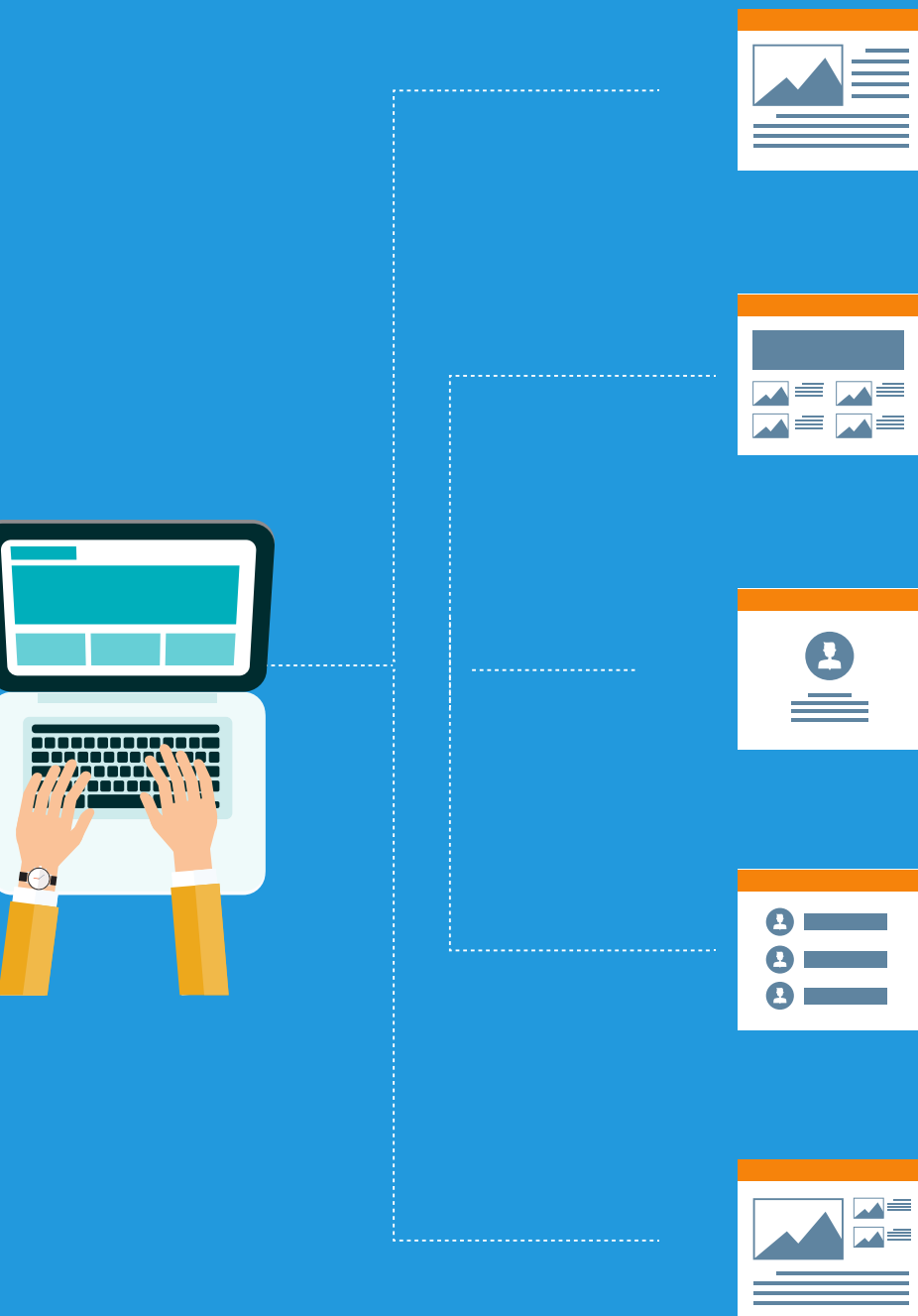
Profile Management - Automate account syncing between LoginRadius and Dynamics CRM. This plugin interacts directly with the user profiles in LoginRadius, keeping your data consistent between the two systems.

Create Account - Automate the provisioning process by automatically creating accounts in LoginRadius when they are created in Dynamics CRM.

Delete Account - Automate the deprovisioning process to better support regional regulations such as GDPR.

Email Management - Support workflows to easily verify and invalidate email addresses directly from Dynamics CRM. This action also supports updating email addresses.

Custom Object Management - Keep custom data that is stored in LoginRadius in sync with and directly accessible from Dynamics CRM.



Portals

LoginRadius provides a plug-and-play portal solution for the Dynamics 365 portals. Replace the standard portals webforms with fully customizable LoginRadius forms to handle all of the standard user interactions, such as login, registration, and forgotten passwords.

Once data is captured by the LoginRadius portals solution, it can interact directly with your Dynamics CRM workflows. Our Dynamics 365 integration provides a space for all portal users to be unified across your entire platform ecosystem.