



Microsoft Dynamics CRM 2011 Application Design

Mahender Pal

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Develop applications for any situation with our hands-on guide to Microsoft Dynamics CRM 2011

Overview

- Create your first application quickly and with no fuss.
- Develop in days what it has taken others years.
- Provide the solution to your company's problems.

In Detail

Microsoft Dynamics CRM is an out of the box solution for your business's sales and marketing needs. Giving you the tools and services you need to run efficiently and effectively.

"Microsoft Dynamics CRM 2011 Application Design" is the solution to your business needs. Whether you are just starting out or are an old hand this book will provide you with the results you need. Guiding you through real world applications that will benefit your business instantly.

Throughout this book you will be building your knowledge through hands on application development from a simple employee recruitment application through to managing an entire hotel.

The first chapter is a whirlwind tour of Microsoft CRM preparing you for the applications that lies ahead. As you progress through the book your skills will be developed and stretched further as you customize CRM for your own needs. Each chapter will build up your skill with applications that cover ERP, business logical and an array of other topics that will ultimately allow you to develop your own advanced applications. Then you will utilize your skills to develop web and even mobile applications that can be used in any aspect of your day. The final challenge for you to overcome is an issue tracking application that will test the skills you have learnt to the limit.

"Microsoft Dynamics CRM 2011 Application Design" gives you the tools you need to successfully build fully customized applications for all of your business needs.

What you will learn from this book

- Utilize the newest customization features in Microsoft Dynamics CRM 2011.
- Create custom modules using site map customization.
- Use the developer's toolkit to build plugins for your application.
- Build your own web applications in Silverlight.
- Create mobile applications with Mobile Express.

Approach

"Microsoft Dynamics CRM 2011 Application Design" is a hands-on guide for beginners or intermediate users that allows you to build applications that will add value to your business.

Each chapter builds on the last with added levels of complexity with code examples and screenshots that will allow you to create applications utilizing skills and techniques that have taken others years to master.

Who this book is written for

If you want to fully utilize the XRM abilities of CRM 2011 to create applications for any situation then this is the book that will help you do it.

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Preston Sloan:

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James Gardner:

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