



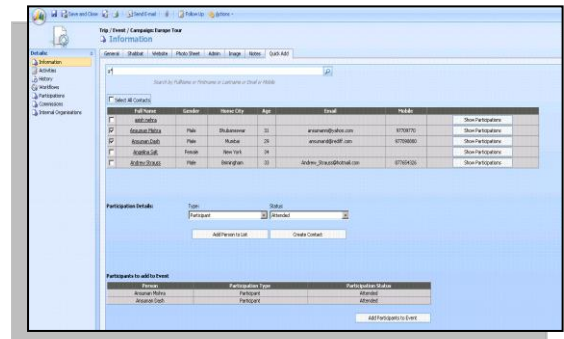
# Marketing Campaigns for Sales Executives

## A Dynamics On-line CRM Solutions in LAMP Platform

### Executive Summary

The client is a global player in the market of Sales and Marketing since '90s. His mission and vision is to develop product and service in Microsoft Dynamics CRM 4.0v and 2011 which will help Managers and executives to understand business better and work on it. When the client came to us, his main objective was to automate a marketing campaign by using CRM 2011.

He had selected Dynamics CRM 2011 On-line to help manage and track Marketing campaigns as well as assist Sales people to track qualified Leads through the sales process. But, he was bit concerned about the implementation of PHP with MS Dynamics CRM 2011 as his primary requirement was interaction of MS CRM with PHP page. He had discussed with many software vendors before approaching us. But, only to find out that no one was sure about this integration. The primary challenge was implementation of Microsoft CRM with PHP (a non DotNet technology). Despite of all murky facts our CRM team took this challenging task to their account and the best part is they delivered it to the client within the deadline.



### About our Client

**Client** IT service Provider | **Location** USA | **Industry** Printing

### Business Situation

Our client was aiming to develop a process to manage and track his marketing campaigns with MS Dynamics CRM 2011. The application aimed at assisting sales people to track qualified leads through the sales process. For approximately 4000 targeted recipients personalized URL's have been generated having a common landing page for all of them.

These personalized URL's were basically JSP pages having some triggers associated with various events present in the page. On occurrences of any particular events required data needs to be pushed to the Dynamics CRM 2011 server via a proxy server which is a Linux box.

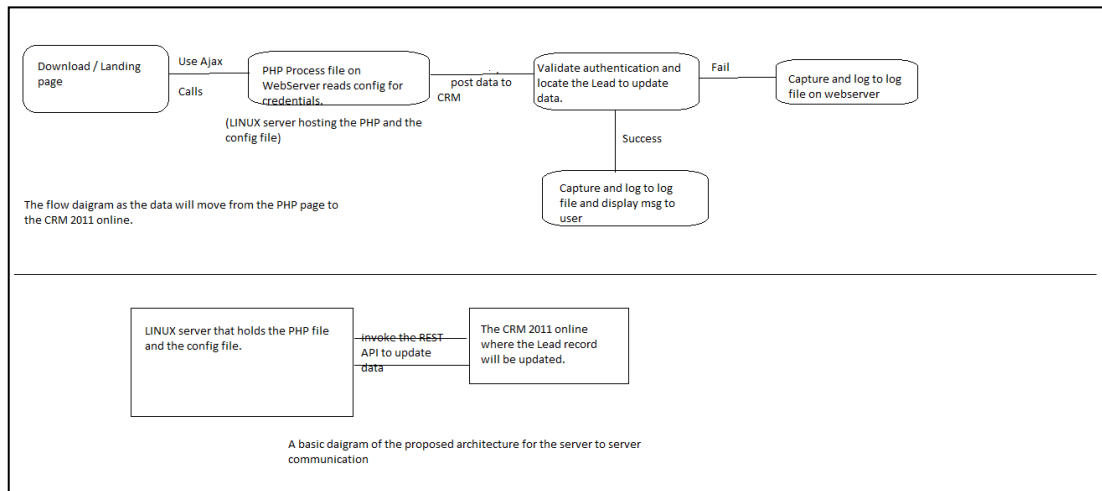
Our primary goal was to update the triggered actions in the MS Dynamics CRM server with the PHP script (a non-DotNet open-source language) which will be running in the proxy server (Linux box). Also those PHP scripts should have the capability to be consumed by making AJAX calls from the JSP pages which were in different domains/web servers.



### Solution Details

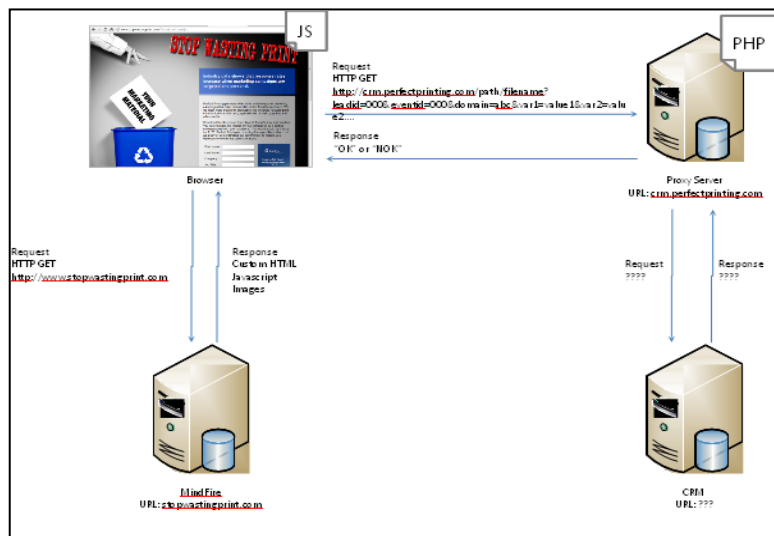
## The Mindfire Solution

It was one of the first cases where we were trying to connect/add/update MS Dynamics CRM entities from a non CRM platform (Non-DotNet platform) which in this case is LAMP. So we did a cross team (PHP and MS Dynamics CRM team) analysis to architect the best solution for our client.



We decided to implement PHP script to consume the CRM Web Services via SOAP based APIs to add/update various entities as triggered by the end user in the landing page.

In addition to that, our PHP team added the JSONP support to the PHP request handler page so that Cross Domain Ajax calls can be made from the JSP pages.





We have also provided the client side validations for the landing page(JSP) form attributes in such way that by including the js file from the Linux server the validation will automatically be activated. We also implemented the code to log each and every SOAP requests along with the errors encountered by the application to have it as a fail-safe mechanism.

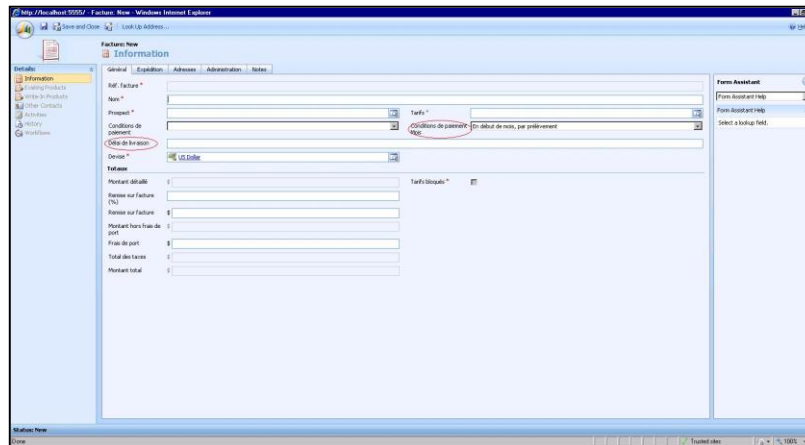
### Achievements

Our Microsoft Dynamics team stomped all tasks successfully in spite of the variety of tasks given. The main achievement of our offshore MS CRM team and PHP team was in the implementation of Microsoft CRM with PHP (a Non-DotNet technology), where the request handler in proxy server (Linux box) has been implemented in PHP, where it receives the data from the front end and then updates them in MS CRM site. Our client was very happy with this implementation.

### Technologies

Dynamics CRM 2011 On Line, PHP, SOAP, jQuery and JSONP

### Final Results Software System





### *Customer Benefits*

Client is very happy with the implementation, lastly he got the system the way he needed it. Now our client is using our developed PHP plus MS Dynamics CRM solution.

### *Future relationship*

The client had a good experience with Mindfire Solutions. He decided to go on with Mindfire Solutions for his future projects besides handing over future enhancements of this application.

