



# Working with Microsoft Dynamics™ CRM 3.0 (Developer Reference)

By Mike Snyder, Jim Steger

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Mike Snyder, Jim Steger

Learn how to tailor Microsoft CRM to work the way you do. This in-depth guide is perfect for developers, IT implementers, and advanced users who want to learn how to use the new features and enhancements of Microsoft CRM 3.0 to meet exacting business needs. Two experts on CRM delivery case studies, integration and performance guidelines, and adaptable code samples—the information you need to help you create successful CRM solutions.

Discover how to:

- Set up and configure Microsoft CRM 3.0
- Manage information access with security settings
- Create and deploy custom reports
- Integrate Microsoft CRM with other business applications and tools
- Customize forms by modifying fields, tabs, and sections—without any programming
- Modify default entities—or create your own custom entities
- Develop server-side and client-side application customizations
- Automate business processes with WorkflowGet code and data samples on the Web

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### **Editorial Review**

#### **From the Publisher**

With insights from a leading deployment consulting team, this is the only book written for both developers and those who implement business solutions. It offers an introduction to Microsoft CRM fundamentals and provides guidelines for adapting Microsoft CRM to meet exacting business needs.

#### **Key Book Benefits:**

- Delivers practical, hands-on information from authors who have deployed, customized, and maintained Microsoft CRM in the field
- Provides case studies, integration and performance guidelines, and toolsets
- Features a CD with a 120-day evaluation copy of Microsoft CRM 3.0
- Includes sample data and code samples on the Web

#### **About the Author**

Mike Snyder and Jim Steger are cofounders and principals at Sonoma Partners, a consulting firm specializing in Microsoft Dynamics CRM implementations. Both Mike and Jim have been recognized as Microsoft MVPs for their contributions to the Microsoft Dynamics community. Mike is one of the industry's leading CRM experts and participates in the Microsoft Dynamics Partner Advisory Council. Jim is a leading technical architect for Microsoft Dynamics CRM, with deep experience in XRM solutions complex enterprise integration projects.

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