




LASSO  for  
**Microsoft Dynamics CRM**




Optimize everyday tasks and improve business outcomes with Lasso's integration for Microsoft Dynamics CRM. Now you don't have to juggle between several different software systems: all your data about clients is automatically updated with Lasso's integration, allowing you to save time and work more efficiently. **Get the most out of your CRM system with Lasso's integration!**

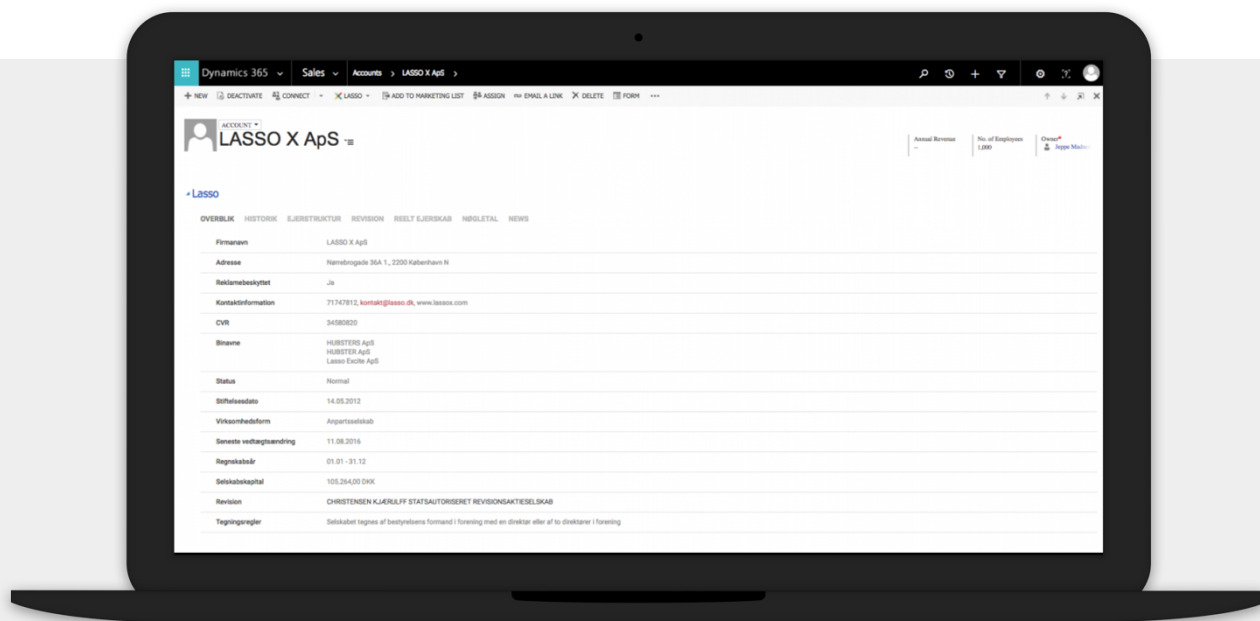
## **/ ALWAYS RELIABLE DATA ABOUT YOUR CLIENTS**

Get all your data about your current and new clients automatically updated in your Microsoft Dynamics CRM system and avoid inevitable mistakes and manually-typed duplicates. Due to advanced automation processes your data is automatically updated, allowing you to save time and increase efficiency.

## **/ BUILD DEEPER RELATIONSHIPS**

On top of automatically updated data in your Microsoft Dynamics CRM system, you are able to gain valuable insights about people and companies - everything from earning reports, ownership structure to professional relationships. This gives an opportunity to make data driven decisions and build more fruitful relationships with clients, as well as keep track of them.





## / CONTACTS DIRECTLY IN YOUR SYSTEM

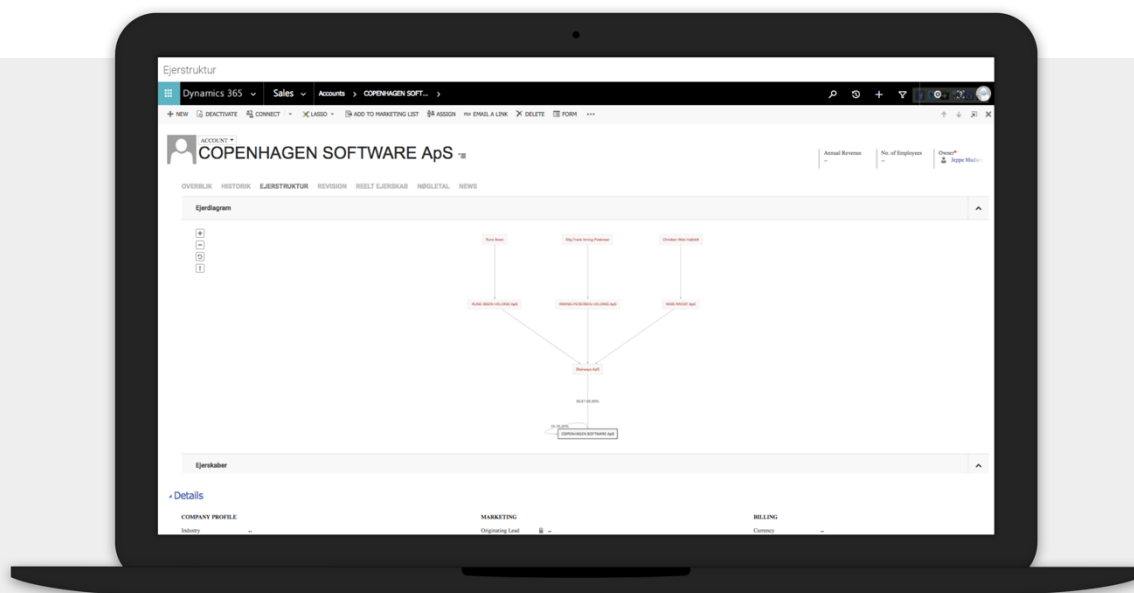
To register a contact in your CRM system, all you need to do, is search for the specific firm or its CVR-number. As a result, your client will automatically appear with all its essential information. In addition, it allows you to add key persons as contacts directly in your CRM system and see key persons' former and current roles in the Danish business industry.

## / KEY FIGURES

Get an overview of a firm's financial situation with its key figures – in hard numbers or shown visually as a graph. These figures are also downloadable as a PDF file, allowing you to have them on the go.

## / TARGET AUDIENCE SEARCH

By typing in specific criteria of a firm - for instance, a geographical area, a particular number of employees or an industry - allows you to create an intelligent target audience search. As a result, you can personalize and create your own lists of clients with this information, and have these lists automatically updated whenever a firm meets your predefined criteria.



## / OWNERSHIP STRUCTURE

Get a visual and easy to read overview of a company's ownership structure, by looking up a specific firm and getting strategical insights on who owns the company, and what type of company it is, etc.