Create or customize CRM system dashboards

Make the data that matters easily accessible to your teams in Microsoft Dynamics CRM





# Making data meaningful

"Information is the oil of the 21st century, and analytics is the combustion engine."

- Peter Sondergaard, senior vice president at Gartner

Information is the lifeblood of businesses. But business information is only meaningful if it's presented in a way that sales, marketing, and service teams can easily understand and act on. Dashboards provide the vehicle to uncover and visualize your most important information—the data that matters—so your teams can make quick and informed decisions.



# Performance at a glance

Dashboards collect your organization's most important information in one place, in an easy-to-read format. Use a dashboard to gain insights in real time, and then take appropriate action.



What are my highest priorities and when are they due?

# Dig deeper for greater insights

When you want to know more, you can interact with your dashboard data. For example, you can "drill down" into part of a chart.



# Different dashboards for different roles

A salesperson tracking opportunities needs a different dashboard than a sales manager or executive focused on performance. With CRM, you can pick the right dashboard for your role, whether you're in Sales, Service, or Marketing, and depending on your focus. Pick from any of the following built-in dashboards.

Sales Dashboards	Customer Service Dashboards	Marketing Dashboards	General Dashboards
Sales Activity Dashboard	Customer Service Manager     Dashboard	Marketing Dashboard	<ul> <li>Microsoft Dynamics CRM Overview Dashboard</li> </ul>
Sales Activity Social     Dashboard	Customer Service Representative Social Dashboard	Marketing Social Dashboard	<ul> <li>Microsoft Dynamics CRM Social Overview Dashboard</li> </ul>
Sales Dashboard     Sales Performance Dashboard	Customer Service		
	Customer Service Operations     Dashboard		
	Customer Service Representative Dashboard		

If the built-in dashboards don't meet your needs, you can modify them or create new dashboards.

**Tip** If you're using Microsoft Social Engagement or Microsoft Dynamics Marketing with Microsoft Dynamics CRM, you can access additional dashboards.

# Dashboard fundamentals

There are two main types of dashboards in CRM: **system** dashboards and **user** dashboards. Here's what you need to know about each:

System dashboards	User dashboards
Created by a system admin or system customizer	Created by any user
Created in the <b>Settings</b> area	Created in a user's work area: Sales, Service, or Marketing
Must be published to be visible	Do not need to be published to be visible
Visible to everyone in the organization, although they can be "hidden" by using security roles	Visible only to the user who creates them, although a user can share a dashboard or assign to another user
The system admin or system customizer can set a particular dashboard as the default dashboard—the one everyone sees when they start CRM—for the whole organization.	A user can set their own default dashboard, overriding the default dashboard set by the system admin or system customizer.

**Note** This eBook focuses on creating and customizing **system** dashboards.

# Creating or modifying a system dashboard

The Sales team at Contoso has requested a change to the Sales Dashboard—a system dashboard. They've decided it's more important to see their monthly sales totals than their active accounts. They also want to compare their actual sales to sales estimates to see how well they're doing.

We'll modify the Sales Dashboard in this example to meet the needs of the Sales team.



# Modify a system dashboard

In this example, we'll replace the **Active Accounts** list on the Sales Dashboard with a new chart.

Sales Dashboard 🖌			
My Activities 💙		+ 🗉	My Open Opportunities 👻 🕂 🗐
Search for records			Search for records
Activity Type Subject	Regarding Pr	riority	Topic Conta
Campaign Re Attending	🙀 Charity e No	ormal	6 orders of Product SKU JJ202 (sample) Maria
Campaign Act Announcement email	📑 Charity e No	ormal	Needs to restock their supply of Product SKU AX
Email Sample	📑 Charity e No	ormal	Very likely will order 18 Product SKU JJ202 this ye replace it Paul G
Email	🤧 Announc No	ormal	They sell many of the same items that we do - ne with this Robert
Task Sample task	Announc No	ormal	Will be ordering about 110 items of all types (sar
Phone Call Conference ca	New ad c No	ormal	chart.
Campaign Act Prepare brock We'll	New ad c No	ormal	
Email	Maria Ca No	ormal	Estimated vs. Actual Pavanua (by Manth)
		>	C Sumated vs. Actual Revenue (by Month) RF EE (MI)
1-8 of 45 this list	H A	Page 1 🕨	My Closed Opportunities in Current Fiscal Year
My Active Accounts 🗸		+ 🗉	
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Adventure Works (sample) 555-0152	Santa Cruz 🧼	Nancy An	60,000,00
Alpine Ski House (sample) 555-0157	Missoula 🥏	Paul Canr	40,000,00
Blue Yonder Airlines (sample) 555-0154	Los Angeles 🛛 😑	Sidney Hi	40,000.00-
City Power & Light (sample) 555-0155	Redmond 😑	Scott Kon	20,000.00 -
Coho Winery (sample) 555-0159	Phoenix 😑	Jim Glynn	0.00 Jan 2014 Mar 2014
Contoso Pharmaceuticals (sample) 555-0156	Redmond 😑	Robert Ly	Feb 2014 Apr 2014
Fabrikam, Inc. (sample) 555-0153	Lynnwood 😑	Maria Car	North (Astrol Class Date)
<		>	Month (Actual Close Date)
1 - 8 of 10	14 A	Page 1 🕨	Sum (Est Devenue) (\$)
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# Open a system dashboard

If your screen looks like this (latest version):

1



- On the nav bar, choose the **Main Menu** button.
- 2 Choose **Settings**.
- 3 Choose **Customizations**.

If your screen looks like this (earlier versions):

SALES     SERVICE     MARCETING     SETTINGS     HELP       4 <sup>4</sup> Microsoft Dynamics CRM < ↑     SETTINGS      Administration       Business          51     2	Microsoft Dynamics CBM - A SAU	IS + Darbboards   +	0	⊕ Creat
At Microsoft Dynamics CRM ✓       Image: SetTINGS ✓       Administration         Business       Image: SetTINGS ✓       Administration         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetTINGS ✓         Image: SetTINGS ✓       Image: SetTINGS ✓       Image: SetIIIII         Image: SetTINGS	SALES SERVICE	MARKETING	SETTINGS	HELP
REISINESS MANAGEMENT TEMPEATES DROUGLICATATORS SERVICE MANAGEMENT CONTRACTORS SOLUTIONS	M Microsoft Dynamics CRM ↓ ♠ SETTING ↓ Business Biomese Management	Administration		

- 1 On the nav bar, choose the **Microsoft Dynamics CRM** logo.
- 2 Choose Settings.
- 3 In Settings, choose Customizations.

#### Open a system dashboard (cont'd)



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ution Default Solution	Compone	nt Type Dashbo	ard		$\checkmark$	View Customizable	•		
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Sdk Message Processing S	23 N	larketing Dashboa	ard	Marketing Dashboard	D	ashboard	Managed	True	Shows
Dashboards	23 N	larketing Social D	ashboard	Marketing Social Dashb	oard D	ashboard	Managed	True	Shows
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Article Templates	E N	licrosoft Dynamic:	s CRM Social Over	Microsoft Dynamics CRI	4 D	ashboard (Default)	Managed	True	Shows
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4 On the **Customization** page, choose **Customize the System**.

- 5 In the **Solution: Default Solution** window, choose **Dashboards** in the left nav.
- 6 Double-click the dashboard you want to open. For this example, double-click **Sales Dashboard**.
  - $\overline{\mathbf{i}}$

# Work with the dashboard layout

The default Sales Dashboard includes four lists and two charts. In the layout screen, you'll see six squares, one for each component.

Solution: Default Solution Dashboard : Sales Dashboard		
ection		
Activities : View Selector 🐱	Opportunities : View Selector 🐱	Leads : View Selector 🐱
Accounts : View Selector 🖌	Chart	Chart
Column Column 🤇	Sales Pipeline My Open Opportunities \$25,000.00	Top Customers My Closed Opportunities in Current Fiscal Fabrikam, In 할 Jim Glynn (s

In the layout screen, you see just the list name, not the list data.

You can see charts in the layout screen.

#### Remove a list or other component

SAVE	× CLOSE	EDIT COMPONEN	TREMOVE	UNDO	D III CHART ≣ LIST ····	
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Name: * Sale	es Dashboard					
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Activitie	s : View Selec	tor 🗸			Opportunities : View Selector 🗸 Leads : View Selector 🗸	
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**Note:** If you remove a component from one of the squares in the top row, CRM automatically moves the component below it up. You can't have an empty component square in the top row of a dashboard.

To remove a list (or any other component), select it, and then choose **Remove** at the top of the screen.

# Add a chart

Now let's add the chart. CRM includes many ready-made system charts that are simple to add, or you can create and add your own system charts if you have the System Administrator or System Customizer role.

Choose **Chart** at the top of the layout screen.

🔒 SAVE 🗙 CLOSE 🔅 EDIT COMPONENT	<b>İ</b> REMOVE	S UNDO	CHART	i≣ list	•••
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2 In the Add Component dialog box, select values for Record Type, View, and Chart.



Choose **Add** to add the chart to the dashboard layout.

# Adjust the size of a list or other component

The **Leads** list on the Sales Dashboard lists 8 records. We can make the **Leads** list taller so the Sales team can see all open leads on one screen.

Select the component.



2 Choose the **More** (three dots) button at the top of the screen, and then choose an option. In this case, choose **Increase Height**.



# Publish your changes

Since the Sales Dashboard is a system dashboard, we have to publish the changes to make them visible. Save your changes in the dashboard layout screen before doing this step.

In the **Solution: Default Solution** window, select the dashboard, and then choose **Publish**.

Solution: Default Solut	tion					
Solution Default Solution		Component Type Dashboa	rd		View Customiza	ole 💙
🐉 Information	~	🔡 New 🛛 🗙 Delete	🔥 Publish 🛛 🙀 S	how Dependencies	Managed Properties	Set As Default
Components		Save As				
📑 Option Sets		Name	Туре	State	Customizable	Description 2
Client Extensions Web Resources		Marketing Dashboard	Dashboard	Managed	True	Shows the day-to-day work related data in marketing. It c
晃 Processes		Marketing Social Dashboard	Dashboard	Managed	True	Shows the day-to-day work related data in marketing. It c
<ul> <li>+ Plug-in Assemblies</li> <li>Sdk Message Processin</li> </ul>		Microsoft Dynamics CRM	Dashboard	Managed	True	Shows an overview of your data in Microsoft Dynamics C
Service Endpoints		Microsoft Dynamics CRM	Dashboard (Default)	Managed	True	Shows an overview of your data in Microsoft Dynamics C
Reports		My Work Dashboard	Dashboard	Managed	True	
Connection Roles		Sales Activity Dashboard	Dashboard	Managed	True	Shows the day-to-day work related data in sales. It consol
Contract Templates		Sales Activity Social Dashb	Dashboard	Managed	True	Shows the day-to-day work related data in sales. It consol
Email Templates Mail Merge Templates		Sales Dashboard	Dashboard	Managed	True	Shows the dashboard used by a mobile sales team.
Security Roles		Sales Performance Dashbo	Dashboard	Managed	True	Shows the sales performance of the sales team. Typical us $\checkmark$
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Case Creation Rules	~	1 - 17 of 17 (1 selected)				I ◀ Page 1

### View the updated dashboard

If you're using the latest version of CRM, choose the **Sales, Service**, or **Marketing** tile, and then choose **Dashboards**.





If you're using an earlier version of CRM, choose the **Sales**, **Service**, or **Marketing** tile.



#### Set the default dashboard

dashboard

In the **Solution: Default Solution** window, select the

The default dashboard is the first thing everyone in the organization sees after starting CRM. We'll set the Sales Dashboard as the default since most of the users in this organization are sales people.

🔡 Nev	ew 🛛 🗙 Delete 🛛 🗟 Publish 🛛 🖷	Show Dependencies 🏾 🛉 🚰	Managed Properties	🚳 Enable Security Roles	🔶 🔶 🚽 Set As De	fault
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66	Mai keting Dashboard	Marketing Dashboard	Dashboard	Managed	True	Shows th
	Marketing Social Dashboard	Marketing Social Dashboard	Dashboard	Managed	True	Shows th
	Microsoft Dynamics CRM Overview	Microsoft Dynamics CRM	Dashboard	Managed	True	Shows ar
	Microsoft Dynamics CRM Social Over	Microsoft Dynamics CRM	Dashboard	Managed	True	Shows ar
	My Work Dashboard	My Work Dashboard	Dashboard	Managed	True	
an an an an	Sales Activity Dashboard	Sales Activity Dashboard	Dashboard	Managed	True	Shows th
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<ul> <li></li></ul>	Sales Dashboard	Sales Dashboard	Dashboard (Default)	Managed	True	Shows th
	Sales Performance Dashboard	Sales Performance Dashbo	Dashboard	Managed	True	Shows th
<						>

**Note:** A user can override the default dashboard set by the system admin to set their own default dashboard.

2 Choose Set As Default.

In the **Type** column, you can see that this dashboard is now the default.

### Hide a dashboard from certain roles

System dashboards are visible to everyone in an organization. You can use security roles to make a dashboard visible to just certain roles.

1 In the **Solution: Default Solution** window, select **Sales Dashboard**, and then choose **Enable Security Roles**.



In the **Assign Security Roles** dialog box, choose the **Display only to these selected security roles** option, and then check just the roles you want to provide access to. For example, check the **Salesperson** and **Sales Manager** roles.

Assign Security Roles: Sales Dashboard Select the security roles for which this form will be displayed.	?
O Display to everyone	
Display only to these selected security roles	
V Name Business Unit	_
Delegate MyOrg	^
Marketing Manager MyOrg	
Marketing Professional MyOrg	
North America Sales Manager MyOrg	
✓ Sales Manager <u>MyOrg</u>	
✓ Salesperson <u>MyOrg</u>	
Schedule Manager MyOrg	~
1 - 20 of 20 (14 selected)	
Fallback	
Enabled for failback     This form will be disclosed to users with roles that don't have new forms explicible assigned	
This form will be displayed to said a with forea that don't have any forms explicitly darighted.	
OK Cano	el
http://kvleo/MyOrg/Tools/FormEditt 🗣 Local intranet   Protected Mode: Off	

# Create a new system dashboard

In many cases, you'll want to create a new system dashboard specific to your organization's needs instead of modifying an existing dashboard. The process for creating a new dashboard is similar to modifying a dashboard.



#### Go to the **Solution: Default Solution** window, choose **Dashboards** in the left navigation pane, and then choose **New**.

Choose a layout.

			i i i i i i i i i i i i i i i i i i i
3-Column	3-Column	4-Column	2-Column
Regular Dashboard	Multi-Focused Das	Overview Dashboard	Regular Dashboard
2-Column	3-Column	3-Column	This layout can accommodate components
Regular Dashboard	Overview Dashboard	Focused Dashboard	across two columns.



3 Enter a name for the dashboard.

### Add a chart or list to a new dashboard

To add a chart or list to a new dashboard, choose the **Insert Chart** or **Insert List** icon in the component square you want to add the chart or list to. This opens the **Add Component** dialog box.

🔜 SAVE 🗙 CLOSE 🔯 EDIT COMPONENT 🎼 CHART 🗮 LIST 🔀 WEB RESOURCE 🔲 IFRAME	]
Solution: Default Solution Dashboard : New	Add Component Choose the component that you want to add to the dashboard.
Name: * New Customer Service Representative Dashboard x	
Section	Record Type Accounts by Industry
Insert Chart	My Active Accounts View My Active Accounts Chart Accounts by Industry (blank) 10
	0 2 4 6 8 10 12 CountAl (Account Name)
	<b>Note:</b> If you're connected to Microsoft Social Engagement, you'll see an extra icon (for the Microsoft Social Engagement wizard) in the component square.

# Change list or chart options

To change basic list or chart options from the dashboard layout screen, just double-click the chart or list you want to change. Then use the **Set Properties** dialog box to select the options you want.



**Note:** You must set certain types of options in the underlying chart or list. For example, to change the type of chart (column, bar, pie, etc.), the legend, or horizontal axis labels, change the underlying chart.

#### List options you can set from a dashboard

Option	Description
Name	Contains a unique ID used to identify the list. CRM suggests a value for <b>Name</b> but you can change it.
Label	Add a label.
Entity	The record type that the list is based on. This value determines the values available for <b>Default View</b> .
Default View	The view used for the list when the dashboard is opened. A user can change the view but the list will revert to <b>Default View</b> the next time the dashboard is opened.
Display Search Box	Displays or hides the search box.
Display Index	Displays or hides the A to Z filters at the bottom of a list.
View Selector	Select <b>Off</b> to remove the view selector from the list. Select <b>Show All Views</b> to allow users to select any system view when they use the dashboard. To limit the available views, select <b>Show Selected Views</b> , hold down the Ctrl key, and then select the specific views for the list.

#### Chart options you can set from a dashboard

Option	Description	
Name	Contains a unique ID used to identify the chart. CRM suggests a value for <b>Name</b> but you can change it.	
Label	Add a label.	
Entity	The record type that the chart is based on. This value determines the values available for <b>Default View</b> and <b>Default Chart</b> .	
Default View	The view that provides the data for the chart. The available values are determined by <b>Entity</b> .	
Default Chart	The chart that's shown when the dashboard is first opened. A user can change the type of chart if the <b>Display Chart Selection</b> option is turned on, but the chart will revert to <b>Default Chart</b> the next time the dashboard is opened.	
Display Chart Selection	Select this check box if you want users to be able to change the type of chart (column, bar, pie, etc.) that's displayed when they're using the dashboard. The chart type reverts to <b>Default Chart</b> when the dashboard is closed.	

# What else can you do with dashboards?

It's easy to add lists and charts to your CRM dashboards, but what if you want to go beyond standard lists and charts? CRM provides flexible tools that enable you to do many amazing things with your dashboards.



#### Go social!

You can take advantage of Microsoft Social Engagement to hear what people are saying on social networks like Facebook, Twitter, YouTube, and blogs. Then add Social Engagement charts to your dashboards.

ocial Listening Dashboard 🔹		
⑦ CONVERGENCE 2014	⑦ CONVERGENCE 2014	
Anaytics summary 6 1400% pott > average 0 per day average 0 Buzz Trend Sentiment EN DE Languages	Sentiment volume Number of posts in your time frame 2 1 0 0 03/18 03/19 03/20 03/21 03/22 03/22 0 Postive Negative Negat	<sup>03/23</sup> <sup>03/24</sup> <b>Tip:</b> To learn more about Microsoft Social Engagement for CRM, see
Microsoft Social Listening	Microsoft Social Listening	Engagement for CRM eBook.
Volume history Number of posts in your time frame	Recent posts      Recent posts      Recent posts      More and Microsoft Convergence 2014 - With me in the photol http://t.co/mPUBpLowx     D39 00222014     Microsoft Convergence 2014 http://t.co/r1ishfygdcb     D37 09222014     EN	

# Add a webpage or other web item

You can use special components called iframes and web resources to extend your dashboards in several ways. For example, you could use an iframe or web resource for any of the following:



- Use an **iframe** to display a webpage or to run a web app. You can use an iframe to refer to sources outside your domain.
- Use a web resource to display an HTML page or an image, or to run a Silverlight application or JavaScript code. Web resources are stored on a Microsoft Dynamics CRM server.

# Use an iframe to add a webpage or web app

- Open an existing dashboard or create a new dashboard as described earlier in this eBook.
- 2 Do one of the following:
  - If you're creating a new dashboard, choose the **Insert iframe** icon.
  - If you're modifying an existing dashboard, choose Iframe at the top of the layout screen.
- 3 In the **Add an iframe** dialog box, in the **URL** field, enter a URL for a webpage or web app. For example, enter a URL for a SharePoint site.
- 4 If you're referring to an external website, you may need to clear the **Restrict cross-frame scripting, where supported** check box.

**Note:** CRM blocks cross-frame scripting by default because scripts from other websites can include malicious code. You may want to restrict cross-site scripting for external sites you don't trust. For more information, choose the link below the **Restrict cross-frame scripting** check box.

5 Choose **OK** to add the iframe to the dashboard.

∎¥. ≔
Add an IFRAME Webpage Dialog
Add an IFRAME Add a new IFRAME to the Dashboard.
Name Specify a unique name.
Name* IFRAME_
URL*
Pass record object-type code and unique identifier as parameters.
Label
Label*
Display label on the Dashboard
Security Select whether to restrict cross-frame scripting. Restrict cross-frame scripting, where supported. For more information, click here.
Visibility Specify the default visibility of this control. Ø Visible by default
ОК Сапсе!
S Local intranet   Protected Mode: Off

### Add a web resource

- 1 Create the web resource. For example, you could use the built-in web resource text editor to create a training page..
- 2 Open an existing dashboard or create a new dashboard as described earlier in this eBook.
- 3 Do one of the following:
  - If you're creating a new dashboard, choose the web resource icon.
  - If you're modifying an existing dashboard, choose Web Resource at the top of the dashboard layout screen.



4 In the **Add Web Resource** dialog box, choose the Lookup button to search for the web resource.

Web resource	
Web resource *	

Select the web resource, and then choose **OK**.



Thanks for reading!

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CRM Help & Training

Version 7.1



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