Paribus Interactive™
for Microsoft Dynamics 365

> *Paribus has been a great tool for our new Inside Sales Team. It quickly identifies if there are duplicate leads or related accounts and contacts that exist in CRM without the hassle of trying to search for the records manually.*
>
> *Additionally, it will take you to the potential contact or account records and review further details to help verify the correct match.*

Laura Wagstrom, CRM Analyst
at Colder Products Company

Paribus Interactive™ with Microsoft Dynamics 365, empowers Dynamics 365 users with greater user efficiencies and better data quality to provide the best in customer engagement.
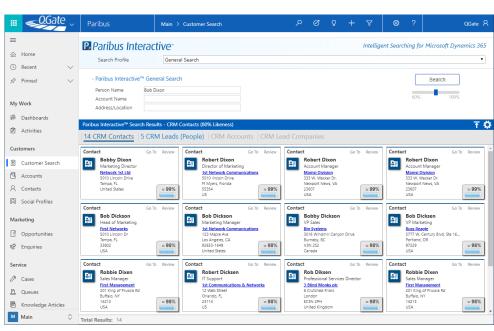
Successfully and easily finding and validating customer data in CRM systems has become a major issue for users, leaving them frustrated and creating duplicate records which erodes the data quality of CRM.

Paribus Interactive™ is the intelligent search engine embedded seamlessly within Dynamics 365.

Empowering users with enhanced 'fuzzy' search capabilities to quickly and successfully find the customer data they are looking for, using sophisticated match algorithms to intelligently find data.

Benefits

- Increases user adoption
- Boosts user efficiency and productivity
- Improves customer service/ engagement
- Increases trust in CRM
- Improves and maintains data quality
- Reduces sales and marketing costs
- Increases accuracy of reporting
- Improves Lead management
- Reduces/streamlines data entry
- Supports regulatory compliance

Paribus Interactive™ is the data quality guardian for Dynamics 365.

Providing users with confidence the customer data they are seeing in Dynamics 365 is the single version of the truth, with smart duplicate detection offering a Single Customer View (SCV), and proactive duplicate prevention to safeguard data quality.

Realize your customer data with Paribus Interactive™ — Find it, trust it, engage it!

Paribus Interactive™ for Microsoft Dynamics 365

Paribus Intelligent Search

At the heart of the Paribus Interactive™ solution is an intelligent search engine, providing a sophisticated fuzzy search capability embedded seamlessly within Microsoft Dynamics 365. Performing fuzzy searches within Dynamics 365 using Paribus Interactive™ is like having your favorite internet search engine replace the standard Dynamics 365 searches and lookups.

Paribus Entity Lookups

The power of the Paribus Interactive™ search engine can be used to replace the CRM standard lookup capabilities of Microsoft Dynamics 365, to provide more intelligently powered entity lookups. Using multiple search criteria, CRM users can perform Paribus searches for business entities and have these populate into the standard CRM lookups fields.

Paribus Lead Management

Paribus Interactive™ can play an active role in the management of Leads within Microsoft Dynamics 365, to assist in the qualification process and to automatically safeguard against duplicate data. Paribus Lead management provides valuable insight during the Lead engagement and qualification process to ensure Leads do not potentially conflict with existing data (e.g. existing Accounts and Contacts). Paribus proactively alerts users when Leads are in fact already customers, assisting to better qualify them and avoid misguided interaction with existing customers.

Paribus Duplicate Prevention

Paribus Interactive™ plays an active role when adding new data (Accounts, Contacts and Leads) into Microsoft Dynamics 365 to automatically prevent and safeguard against duplicate data entry. Paribus duplicate prevention works proactively as data is being entered (and before the information is fully committed) to alert users of potential duplicate data, thus saving users valuable time, improving user efficiency, and preventing duplicate data entry.

Paribus Duplicate Detection

Paribus Interactive™ plays an active role when viewing information within Microsoft Dynamics 365 to automatically detect whenever possible where duplicates may exist. When working with business entities within Dynamics 365 (e.g. customers), it is vitally important to appreciate if that entity has any potential duplicates and to know you are not always working with the single version of the truth (Single Customer View – SCV). Paribus' duplicate detection automatically alerts users if the entity they are engaging with has any possible duplication, providing an easy ability for users to cross-review those duplicates within Dynamics 365.

Key Features

- Intelligent search engine for all CRM searches and lookups

- Advanced duplicate prevention at point of entry

- Smart duplicate detection

- Enhanced Lead management and qualification

- Replace CRM entity lookup with fuzzy searches

- CRM data quality firewall

- Virtual 'Single Customer View' (SCV)

- Intuitive, embedded user experience

- Microsoft Dynamics Unified Interface support

- Cloud-based fuzzy data match engine

- No-code configuration

Free Trial

Experience how Paribus Interactive™ can transform your CRM user experience — start your free 30 day trial today:

www.paribuscloud.com

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