

## New in Microsoft Dynamics CRM 2016: Comparison with Microsoft Dynamics CRM 2015

Feature	CRM 2016 (Online)	CRM 2015 Update 1 (Online)
Information Discovery	<ul style="list-style-type: none"> <li>Trending Documents from Office Delve can be embedded on a dashboard in Microsoft Dynamics CRM.</li> </ul>	<ul style="list-style-type: none"> <li>Trending documents could be access directly in Delve but could not be embedded in Dashboards</li> </ul>
OneDrive for Business and documents	<ul style="list-style-type: none"> <li>Get a consolidated view of contextual documents across OneDrive for Business for any CRM record</li> </ul>	<ul style="list-style-type: none"> <li>Get a consolidated view of contextual documents across SharePoint, and Office 365 Groups for any CRM record</li> </ul>
Document generation	<ul style="list-style-type: none"> <li>Users can see relevant templates available (role-based) in CRM and 1-click generate documents to download.</li> </ul>	<ul style="list-style-type: none"> <li>Mail Merge or Custom Code were the only options to generate documents from CRM.</li> </ul>
FantasySalesTeam, from Microsoft	<ul style="list-style-type: none"> <li>Goes beyond traditional gamification to help sales teams run more engaging and higher performing sales contests</li> <li>Team-based competition gets reps pushing on each other and investing in the success of those around them</li> <li>Drive activity, performance, and behavior by setting goals and defining metrics.</li> <li>Keeps sales reps engaged, helping to increase overall CRM adoption and drive greater results</li> </ul>	<ul style="list-style-type: none"> <li>Custom Gamification solutions (either created from scratch or created by ISV partner) had to be leveraged to drive activity, performance, and behavior based on Team-based, and/or individual-based competition</li> </ul>
SMS marketing	<ul style="list-style-type: none"> <li>Create powerful SMS campaigns as well as integrate SMS marketing in your multi-channel campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Available only via Custom Solution.</li> </ul>
Interactive Service Hub	<ul style="list-style-type: none"> <li>This new online user experience provides role based scenarios to deliver tailored application experiences for Tier 1 and Tier 2+ agents</li> <li>Real-time dashboard for a One-place view of workload</li> <li>Interactive chart based visual filters</li> <li>Configurable data streams for multiple entities</li> <li>Perform Queue and Entity actions directly from Streams</li> <li>Granular and customizable filtering criteria</li> <li>Customizable display</li> </ul>	<ul style="list-style-type: none"> <li>Dashboards were used to allow some of this functionality, but dashboards have limitations by design that prevent the flexibility found on the Interactive Service Hub</li> </ul>

Feature	CRM 2016 (Online)	CRM 2015 Update 1 (Online)
External Party Access	<ul style="list-style-type: none"> <li>External Party Access is the foundation to enable CRM to allow external parties to access CRM with the right level of permissions (e.g. Customer / Partner Portal scenarios).</li> </ul>	<ul style="list-style-type: none"> <li>External parties required a user account to access CRM, unless they interacted with the data via a custom portal.</li> </ul>
Voice of the customer	<ul style="list-style-type: none"> <li>New rule-based, multi-channel enterprise feedback management capabilities enable embedded voice of the customer insights into customer engagements</li> </ul>	<ul style="list-style-type: none"> <li>Fee-based solutions or custom portals were required to provide comparable functionality</li> </ul>
Service intelligence	<ul style="list-style-type: none"> <li>An interactive Power BI dashboard to provide Customer Service Managers (CSMs) with an aggregated view of customer service performance</li> </ul>	<ul style="list-style-type: none"> <li>Dashboards were used to allow some of this functionality, but dashboards have limitations by design that prevent the flexibility found on Power BI dashboards</li> </ul>
FieldOne, from Microsoft	<ul style="list-style-type: none"> <li>FieldOne allows customers to execute their field service management strategy</li> <li>End-to-end solutions that enable customers to drive revenue, reduce costs and deliver world-class customer service</li> <li>Strengthens our already comprehensive customer service capabilities</li> <li>Leverages Microsoft cloud and productivity offerings Azure and Office 365</li> </ul>	<ul style="list-style-type: none"> <li>Custom solutions were available to provide similar functionality (Including FieldOne prior to the acquisition by Microsoft)</li> </ul>
Productivity & Intelligent Social	<ul style="list-style-type: none"> <li>Adaptive sentiment: learn from curations of sentiment values to create domain specific models</li> <li>Automated triage: Automatically detect intention in social posts and triage/route them as cases or leads into CRM.</li> <li>Group collaboration: Enable teams to collaborate using Office Groups for assigning posts and sharing streams &amp; social profiles.</li> </ul>	<ul style="list-style-type: none"> <li>Not available on Social Listening</li> </ul>
Social CRM	<ul style="list-style-type: none"> <li>Transform social interactions into end-to-end customer experience with the ability to create CRM actions like cases and opportunities from social posts.</li> <li>Define and set up rules to automatically create CRM entities through Social Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Not available on Social Listening</li> </ul>

Feature	CRM 2016 (Online)	CRM 2015 Update 1 (Online)
Mobile offline support	<ul style="list-style-type: none"> <li>• Dynamics CRM Online will be able to get full offline experience with mobile apps.</li> <li>• Users will be able to create, change and delete records while offline.</li> <li>• Automatic playback of offline actions helps synchronize local changes with CRM Online.</li> <li>• Mobile apps provide a seamless user experience when switching between online (connected) and offline modes.</li> </ul>	<ul style="list-style-type: none"> <li>• Draft Records allowed users to create new records offline to later synchronize these records manually once the client was Online</li> </ul>
Document management on Mobile	<ul style="list-style-type: none"> <li>• Allows you to view the documents from SharePoint or OneDrive for Business in context of a CRM record on your Mobile device</li> <li>• This is enabled through outbound mobile deep-linking allowing users to seamlessly open various Office apps within the CRM mobile app.</li> </ul>	<ul style="list-style-type: none"> <li>• Documents hosted on SharePoint were not visible when navigating through the Phone and Tablet app. They had to be opened separately and outside of the app (with the exception of OneNote documents when the OneNote Integration was enabled).</li> </ul>
App-to-app deep linking	<ul style="list-style-type: none"> <li>• Enables other mobile apps to link and directly navigate to a record/ view/ dashboard within the CRM mobile app.</li> </ul>	<ul style="list-style-type: none"> <li>• Other apps could not launch records inside the CRM app for Phone and Tablet.</li> </ul>
Iframes and Web Resource support on Mobile	<ul style="list-style-type: none"> <li>• Extensibility and Integration within tablet apps for CRM</li> </ul>	<ul style="list-style-type: none"> <li>• Available as a 'Preview' feature</li> </ul>
Data performance dashboard	<ul style="list-style-type: none"> <li>• Admin-driven optimization to understand the performance over time of components with long running queries.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance tools available to test real time performance rather than performance over time.</li> </ul>
Bulk Data Loader	<ul style="list-style-type: none"> <li>• This tool will allow uploading large data files to cloud staging tables where you can perform lite data quality functions and then push the data into CRM Online</li> </ul>	<ul style="list-style-type: none"> <li>• Import Data Wizard or Fee-based Data Migration and Integration tools</li> </ul>
Ecosystem enablement	<ul style="list-style-type: none"> <li>• Allow for sub-components of a Solution Package</li> <li>• Patching support</li> <li>• Lifecycle Improvements for Integration with the Marketplace</li> <li>• Parallelization of deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Solutions could only be exported from CRM including complete entities and full components list</li> </ul>
Azure Machine Learning	<ul style="list-style-type: none"> <li>• Offers configuration experience and insights integrated into CRM UI removing complexity of requiring data scientists or understanding ML models</li> </ul>	<ul style="list-style-type: none"> <li>• Similar functionality only available via Custom Solutions</li> </ul>

## *New in CRM Online 2016: Key Investment Overview*

With Microsoft Dynamics CRM 2016, we're continuing on our journey to deliver Intelligent Customer Engagement to the market – helping companies deliver customer experiences that are personalized, proactive and predictive. The 2016 update includes all of our CRM services – Dynamics CRM, Parature, from Microsoft, Dynamics Marketing and Microsoft Social Engagement and covers 4 major themes, **Productivity, Intelligence, Mobility and Unified Service**.

**Productivity** - At Microsoft, we're committed to reinventing the way companies think about productivity and business processes. We build our CRM capabilities so that they are seamlessly embedded into productivity tools, including Office 365 so that sales, service and marketing professionals can leverage familiar tools that they prefer to use. In CRM 2016, we'll enhance the CRM app for Outlook, harness the power of Office 365 Groups, deliver Excel templates on top of the immersive Excel we added in the spring, surface trending documents from Delve, make it easier to create personalized sales documents in word and we'll make it seamless to access contextual CRM documents across SharePoint, Office 365 Groups, OneDrive for Business.

**Intelligence** - With CRM 2016, we'll deliver intelligent processes for sales, service and marketing with the power of the Cortana Analytics Suite and machine learning. We're introducing capabilities like intelligent product suggestions (for up-sell / cross-sell) and recommended cases and knowledge to resolve customer service cases. We're harnessing the power of Machine Learning for sentiment analysis in Microsoft Social Engagement. We're also baking intelligent and contextual guidance into CRM throughout the entire customer journey.

**Mobility** - In CRM 2016, we continue to invest in mobile capabilities for tablets and phones with full offline mobile capabilities, the ability to create task-based mobile apps, Mobile Application Management with Microsoft Intune and next generation Cortana integration that surfaces CRM data to drive proactive interaction and voice-driven CRM.

**Unified Service** - With CRM 2016, we'll deliver a single, unified solution for Customer Service across self, assisted and field service. This began with the integration of Parature knowledge management in the Spring, and continues with a new role driven agent experience, a native Knowledge Management solution in CRM and surveys to capture voice of the customer. We've also added Field service capabilities with the acquisition of FieldOne.

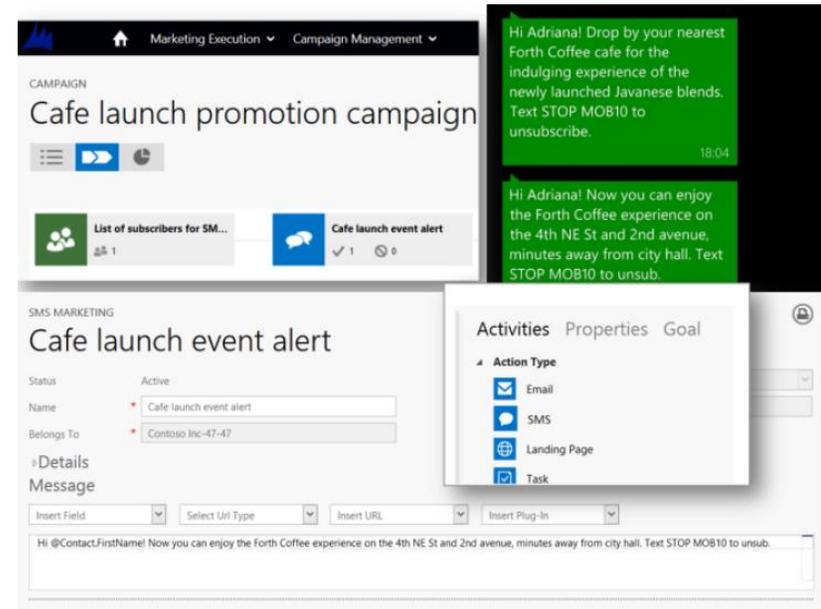
**We're also investing in Dynamics Marketing and Microsoft Social Engagement.** We're adding SMS as a marketing channel to our multi-channel campaigns. We're increasing the sources and sentiment languages for social. We're also introducing the concept of Intelligent Social with social selling, automated triage and adaptive sentiment.

# Marketing Enhancements

## SMS Marketing

Marketers can truly go mobile. As a modern mobile marketer, you can create powerful SMS campaigns as well as integrate SMS marketing in your multi-channel campaigns. In this release, **Dynamics Marketing will support both outbound and inbound SMS marketing in select markets.** This means ability to:

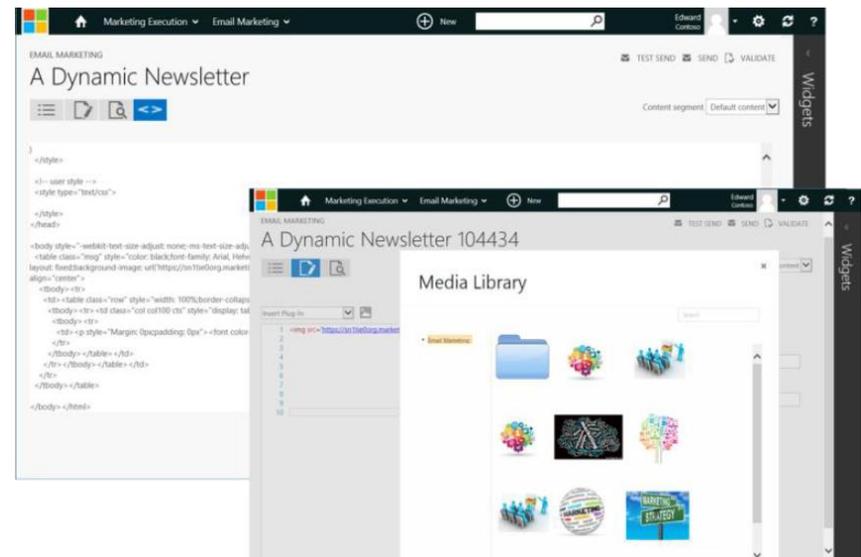
- configure inbound SMS campaigns with SMS keywords to get SMS opt-ins
- maintain a database of opt-in and opt-out preferences of your marketing contacts
- send outgoing promotional SMS messages to opted in contacts for SMS
- tracking performance of your SMS campaigns



**The capability to integrate SMS marketing in multi-channel campaigns truly stands out Dynamics Marketing in mobile marketing space and enhances its positioning as one of the best multi-channel integrated marketing management clouds for the modern marketer.**

## Email Marketing

We continue our investments in core marketing pillars such as email marketing. **We are enriching the email editor that we shipped in with the 2015 release with features to make it easier to use for marketers.** For instance, you'll see new capabilities to see the generated HTML in your emails interactively. The advanced editing experience has been improved in various ways. For instance, it will be possible to use the media library directly from the HTML code. We also continue to make service enhancements to scale our service in the backend. This will improve our service's ability to handle high email volume, improved email deliverability, fault tolerance, and logging/auditing capability.



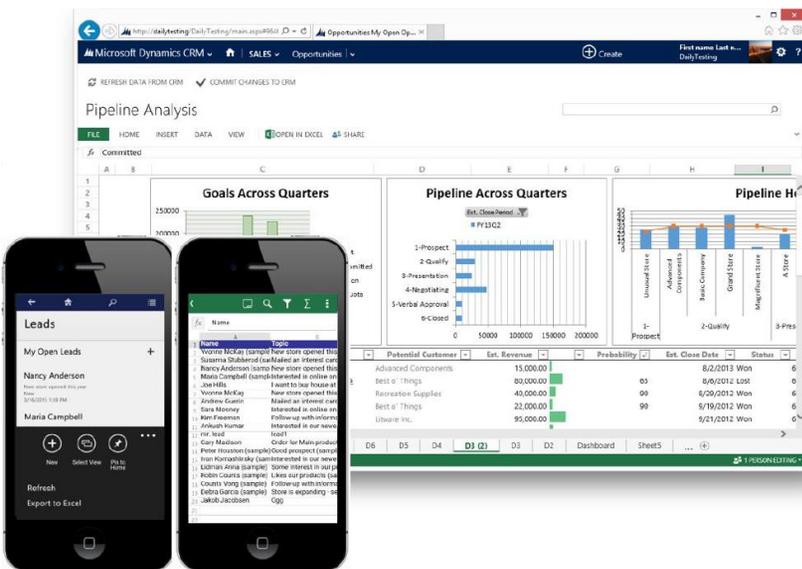
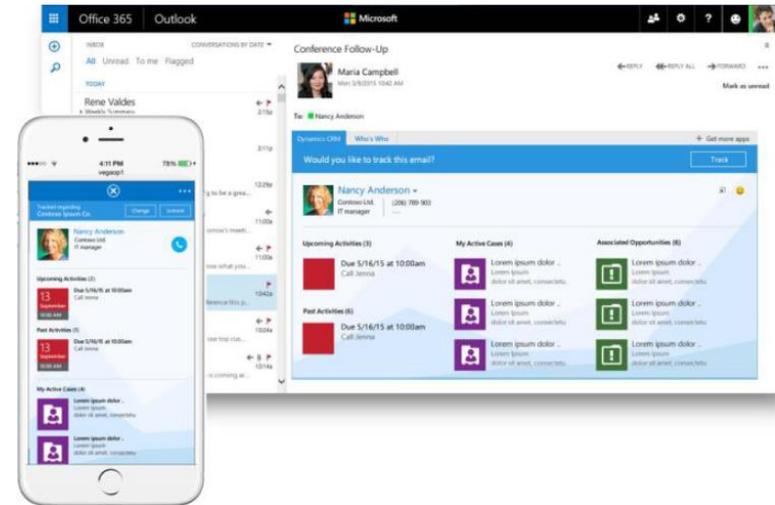
# Sales Enhancements

## Document Generation

Building a beautiful document based on CRM data is now simplified with Document Generation. **With one click users can easily generate a document from CRM using pre-defined Word and Excel templates.** Authors can manage the pre-defined templates and using a wizard like flow build custom templates in Word or Excel. Document templates are role based by entity to ensure users have the proper content to meet their needs. **Word and Excel documents generated from CRM will open as a downloaded document with the exception of CRM Online where Excel documents will be rendered in the Immersive Excel Online capability.**

## CRM App for Outlook

**Microsoft's strategy is to align with how and where salespeople want to work.** One way Microsoft is doing that is by delivering key sales capabilities within Outlook desktop and mobile browser. **The CRM App for Outlook will expand support to include Firefox, Safari for Mac and Outlook for Mac** in addition to the currently supported IE and Chrome.



## Excel Integration

To help increase productivity, Microsoft is providing the ability for salespeople to **conduct analysis in Excel, directly within Microsoft Dynamics CRM.** This eliminates the time and effort required to switch between applications in the middle of completing a business process. Salespeople can now view sales data in familiar Excel templates, perform what-if analysis, and upload the changes, all while maintaining the work context.

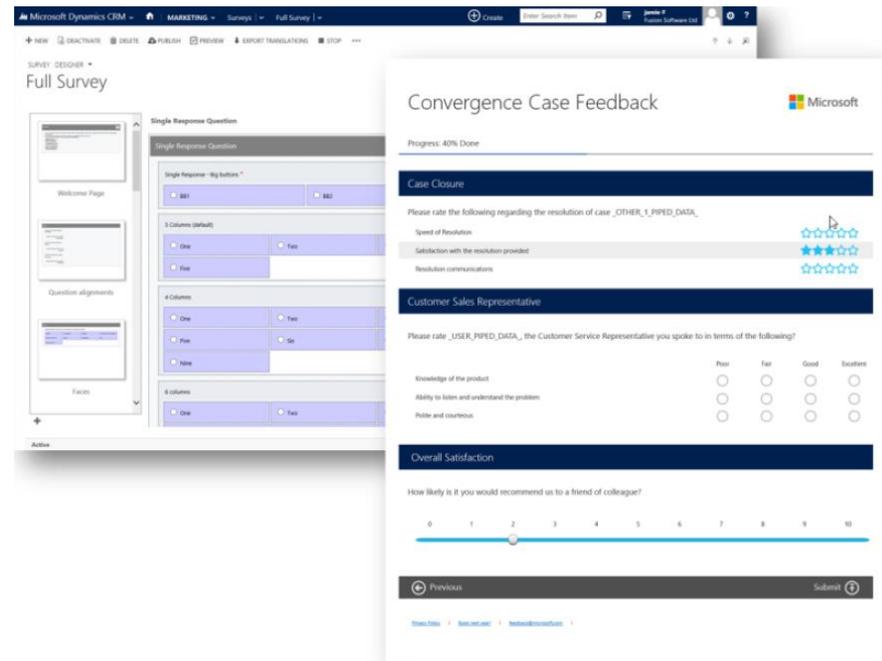
**Export and analyze data in Excel from your mobile device with added support for the CRM for Tablets and Phones apps.**



# Customer Service Enhancements

## Voice of the Customer

Dynamics CRM 2016 includes a new survey designer to create and send out questionnaires to collect feedback from customers about your products or services. Customers can take a survey on a phone, tablet, or computer. **When a customer completes a survey, rules in Dynamics CRM can trigger follow-up actions that occur immediately.** Survey responses are stored with a customer's record in CRM, so your teams see the customer feedback history as they work a sale or resolve a service case.

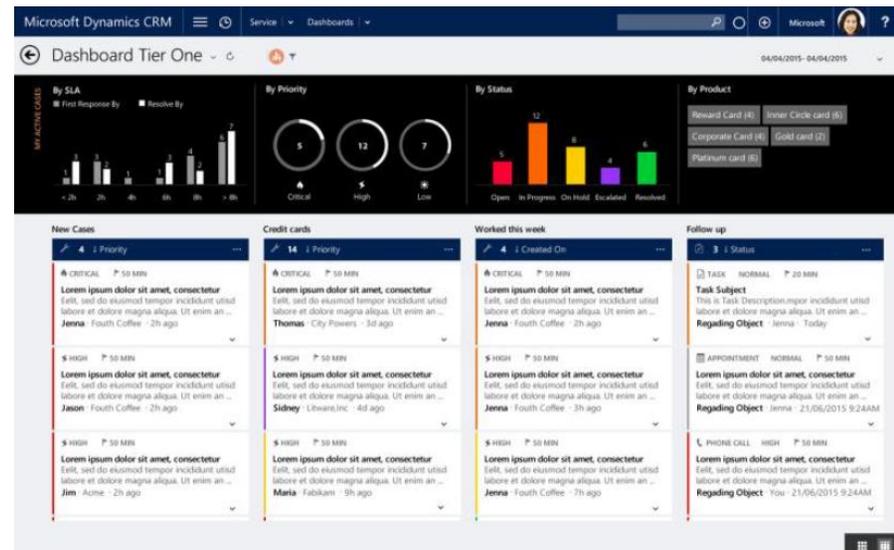


## Interactive Service Hub

This new online user experience (UX) design provides a modern and intuitive end user experience for customer service roles.

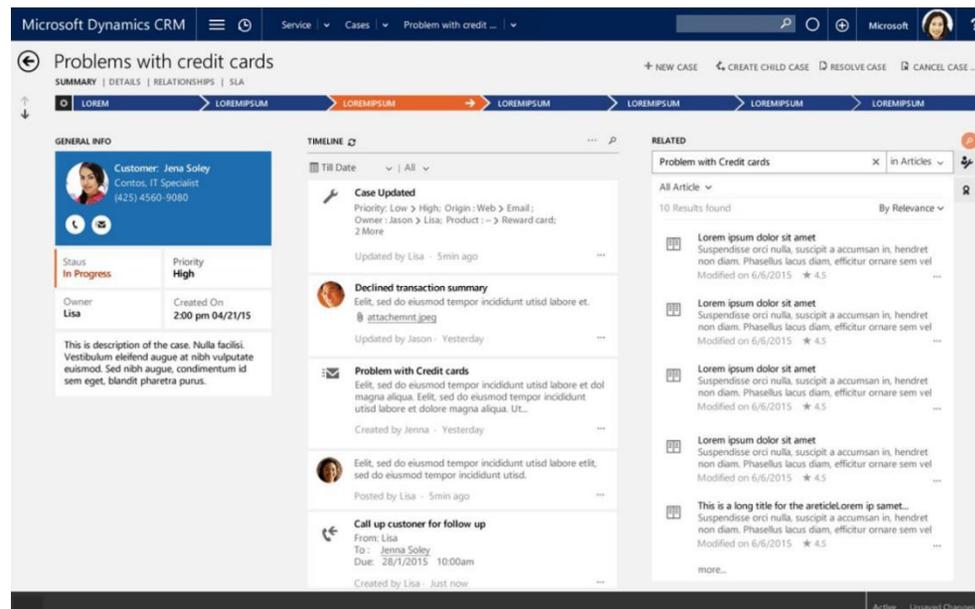
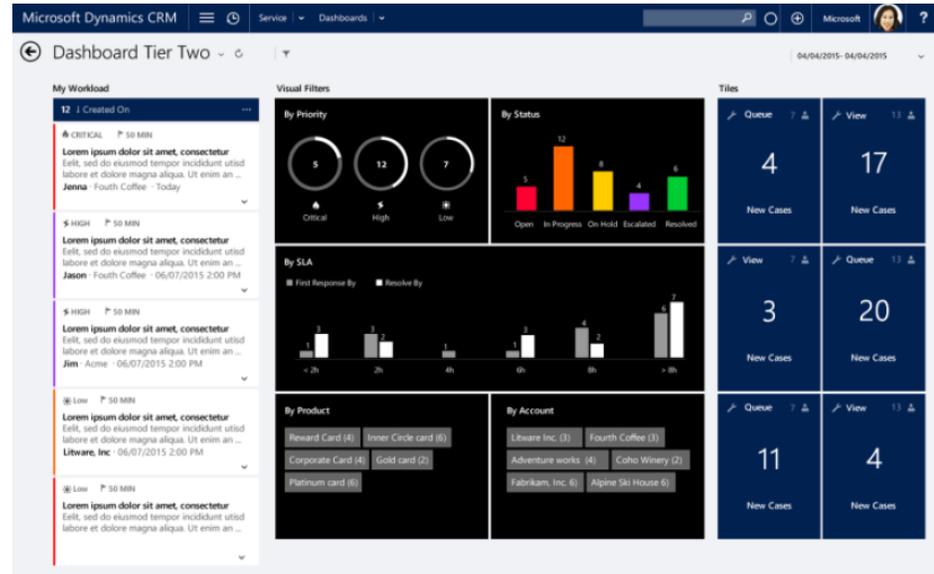
## Multi-stream Dashboard

The interactive service hub comes loaded with a **multi-stream dashboard specifically targeted at Tier One agents.** Users can view and act on their workload across multiple data streams. **The streams can show data from Views or Queues (e.g.: My Activities, My Cases, Cases from Queues I'm a member of etc.).** Interactive charts provide a visual snapshot of key metrics related to the work items, and also double up as visual filters which allow agents to slice and dice the data. An additional level of filtering is available with Global Filters to bring focus to the relevant items. Customizers/Administrators can choose from four layouts to build these dashboards.



## Single-stream Dashboard

The interactive service hub also comes pre-loaded with a single-stream dashboard for Tier Two Agents. It comes with a single data stream on the left which would typically show an aggregate view of the workload. The stream can show data from Views or Queues (e.g.: All Active Cases). Like the multi-stream dashboards, single-stream dashboards also come with interactive charts that can be used to filter data. The Tiles on the right side (shown in blue) show a count of records from a Queue or a View. Users can get a peek of the records by selecting the tile. Customizers/Administrators can choose from four layouts to build these dashboards.



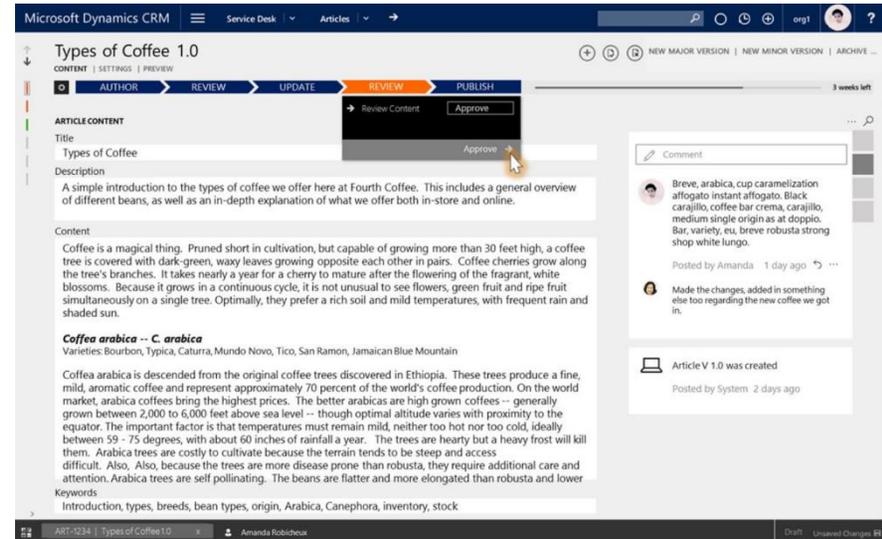
## Modern and intuitive design

The case form design allows agents to find and act on data with reduced clicks and navigation. It unifies customer interactions and pulls together all related information, enabling agents to be productive and view what's most relevant at all times. The Guided Business Process is further enhanced to show process stage information as a fly out. The timeline (Interaction Wall) allows for rich time and record based filtering capabilities. Quick actions on search result, allow you to perform every day functions with ease, such as marking a task as complete or responding to a customer's email. The Reference Panel is geared towards a highly

configurable experience that allows you to always show relevant related data. Agents have full access to the customer record and can see recent cases, eligible entitlement, and any other relevant information. With integrated Knowledge agents can deliver solutions to customers. This design pattern extends to other entities such as Account and Contact, as well as Activities.

## Knowledge Management

Enhanced knowledge base and global content model on CRM enables organization to create a single source of knowledge for the whole organization. **A new content editor and editing experience helps teams keep knowledge articles approved and up to date.** The curation process is inspired by a Knowledge-Centered Support (KCS) methodology.



## External Party Access

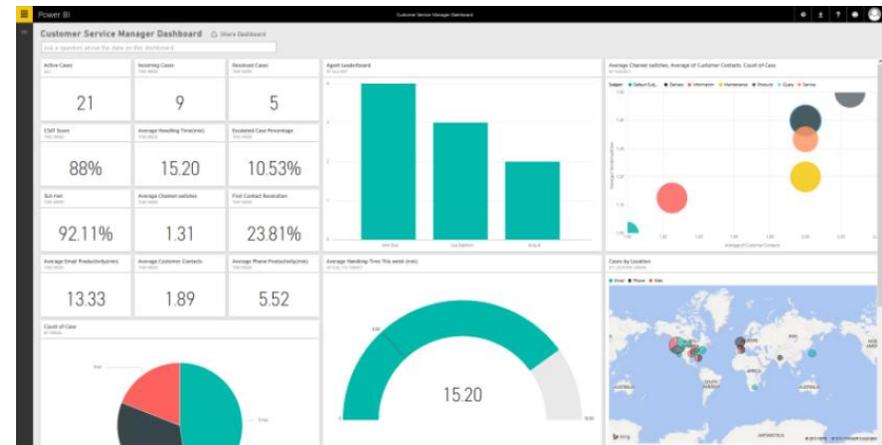
**External Party Access is the foundation that allows external parties such as Employees, Customers and Partners to access CRM data with the right level of permissions (e.g. Customer / Partner Portal scenarios).** External Party Access is an enhancement to the CRM API and SDK that allows integration, access and actions by contacts, partners or other third parties modeled in CRM.

## Unified Service Desk

This release improves the install experience by **enabling upgrades/patches to be delivered through Windows Update / System Center**, and distributing custom control DLLs through CRM Server configuration. **Improved auditing and diagnostics** in addition to out of the box integration with any third party systems such as Azure HDInsights.

## Service Intelligence

An **interactive Power BI dashboard** provides Customer Service Managers (CSMs) with an aggregate view of customer service performance.



# Social Enhancements

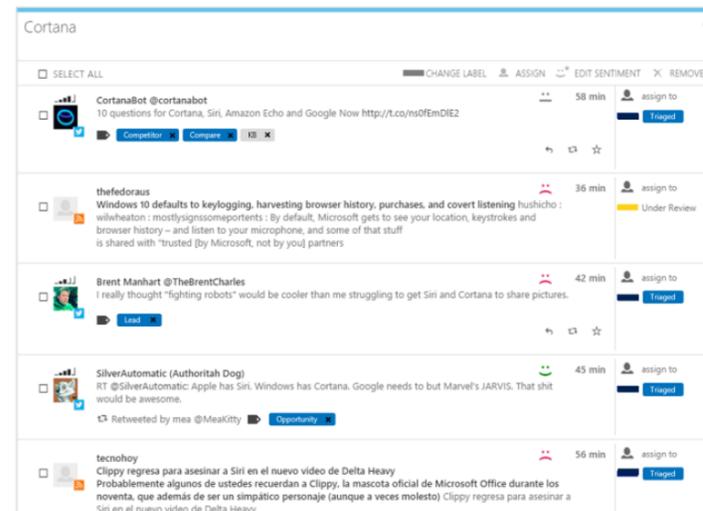
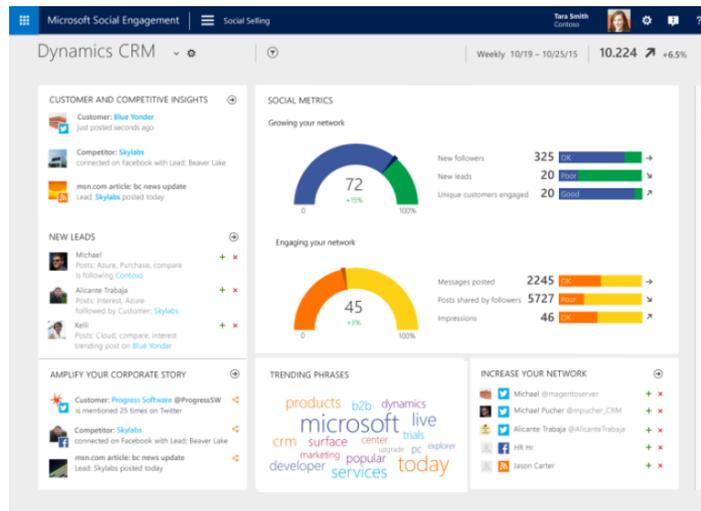
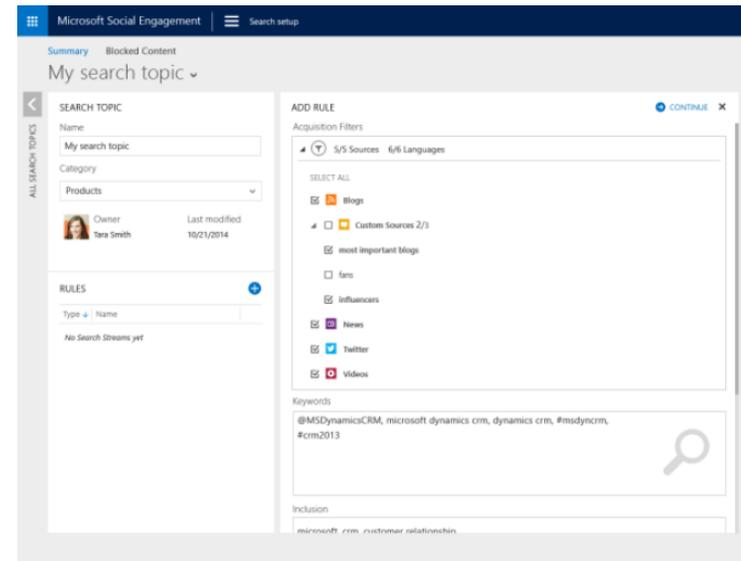
## Social Listening & Social Analytics

In addition to Twitter, Facebook, Blogs (WordPress/Tumblr), Videos (YouTube) and News, **you will now be able to search boards/forums and custom sources via RSS**. This includes internal non-public sources, like Yammer.

In addition to the existing sentiment and localization languages – English, French, German, Italian, Portuguese and Spanish – **Social Engagement will be adding 14 additional languages**: Arabic, Chinese, Danish, Dutch, Finnish, Greek, Hebrew, Japanese, Norwegian, Polish, Russian, Swedish, Thai and Turkish.

## Intelligent Social

To increase team efficiency for sales and service organizations, **Microsoft Social Engagement will automatically detect potential leads vs cases**. This will increase sales performance through suggestions on leads coming in from social channels as well as increase team efficiency for service organizations by identifying potential cases coming in through social channels. Through adaptive sentiment, Microsoft Social Engagement will learn from curations of sentiment values to create domain specific models.

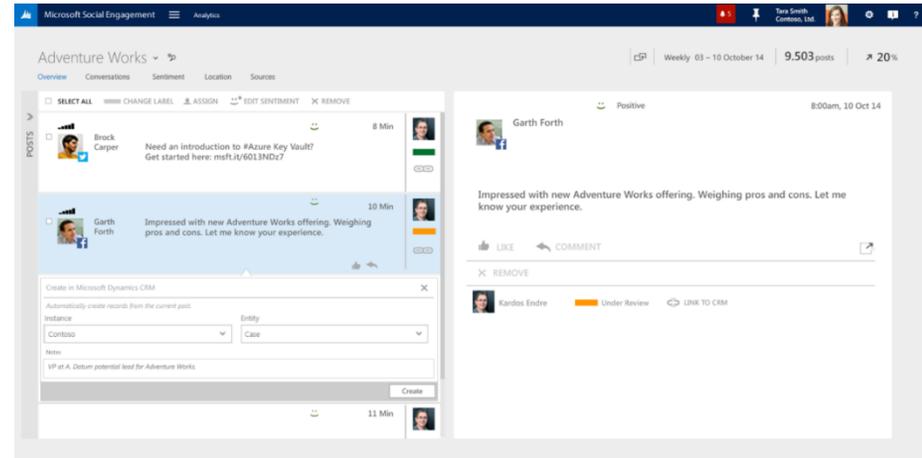


# Group Collaboration and Custom Roles

Introduces processes and workflows centered around groups. **Define and set up groups and roles to provide a more streamlined cross-group collaboration experience** similar to Office 365.

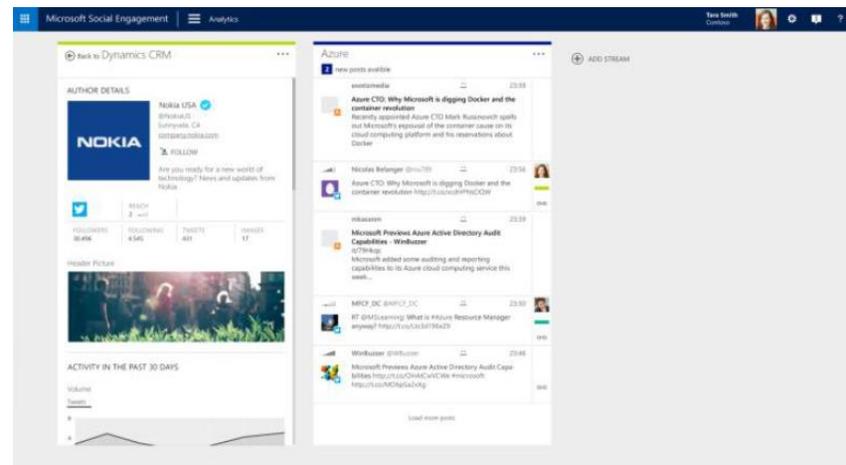
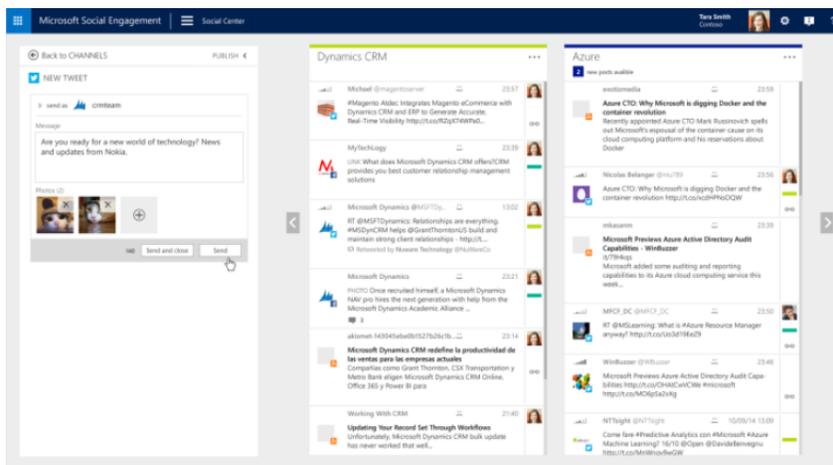
## Social CRM

Transform social interactions into end-end customer experience with the ability to **create CRM actions like cases and opportunities from social posts**. You can create these records from either the Post view or Social Center.



## Social Center

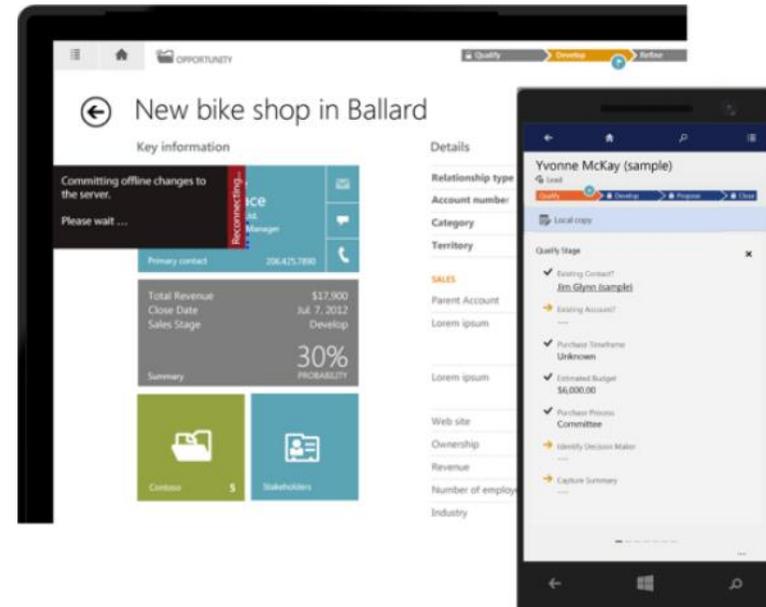
**Publish tweets and Facebook posts from within the Social Center**, including rich multimedia content. Author lookup provides additional information regarding the post author, including number of followers/followings.



# Mobile Enhancements

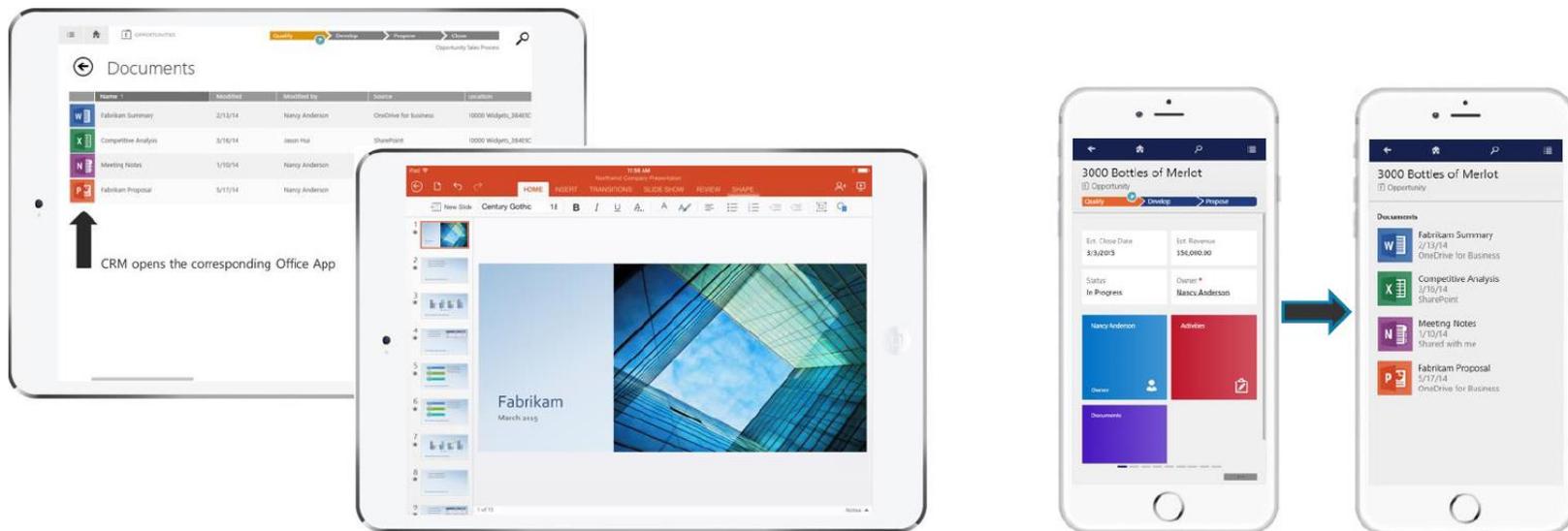
## Mobile offline support

We are excited to announce **that users of Dynamics CRM Online will be able to get full offline experience with mobile apps.** This provides the ability to get your work done even when there is interruption in connectivity. **Users will be able to create, change and delete records while offline.** Automatic playback of offline actions helps synchronize local changes with Dynamics CRM Online. The mobile apps provide a seamless user experience when switching between online (connected) and offline modes.



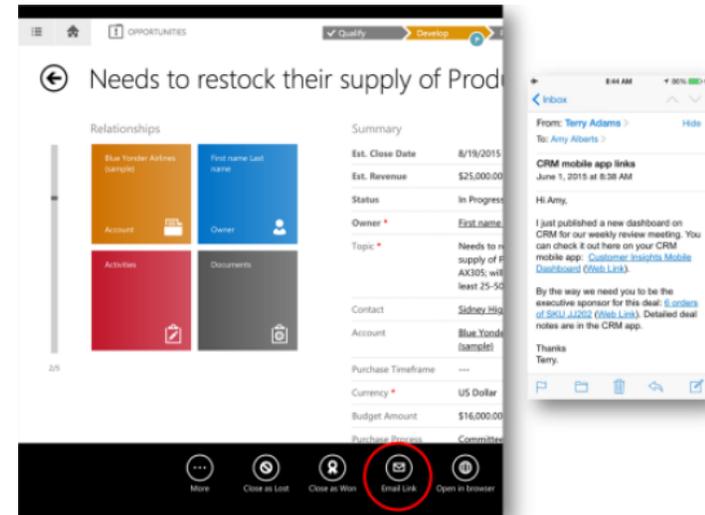
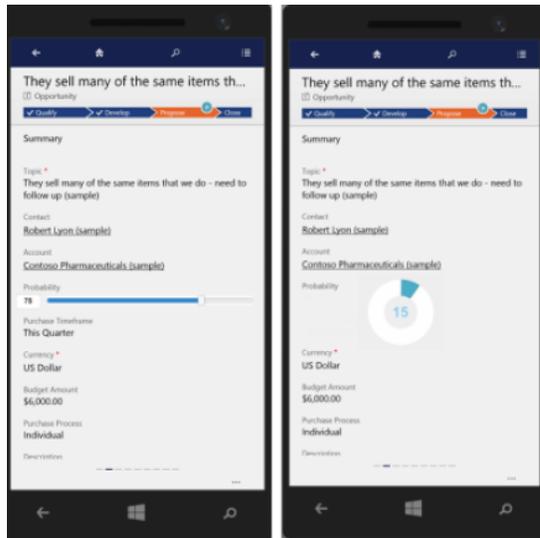
## Document Management

**View documents in context of opportunity, case or any other entity, right within the CRM mobile apps.** Users can seamlessly open various Microsoft Office documents stored in SharePoint or OneDrive for Business from within the CRM mobile apps (tablets and phones). For example, you can open a proposal presentation in the CRM app using Microsoft PowerPoint for iPad or the deal summary using Microsoft Word for iPhone. After reviewing the document, you can easily return back to the CRM app by just tapping the 'back' button.



## App-to-app deep linking

Enables other mobile apps (such as email or your custom mashup apps) to link and directly navigate to a record, view or dashboard within the CRM mobile app. In simple terms, this provides a URL addressable form/view/dashboard for mobile scenarios.

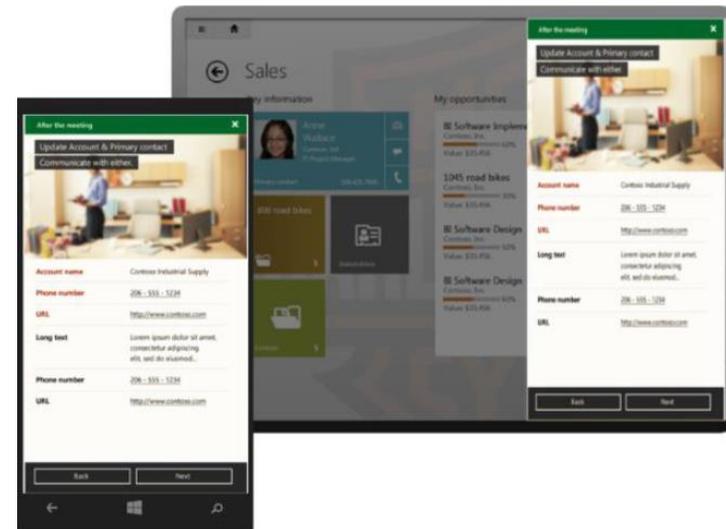


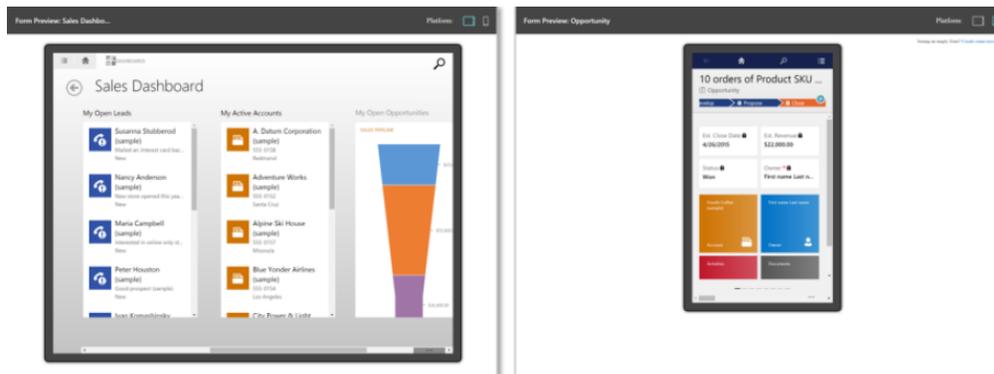
## Modern mobile friendly experience

With this release, we are adding a variety of modern UI controls you can use in the mobile apps. **Business Analysts have the ability to bind a data field to a new UI control, representing the data in a visual and interactive way.** Slider and calendar controls are just a few examples of the available control-set of 15 controls. **The new controls work across all mobile clients (tablets & phones)** providing an engaging and immersive mobile experience. For example, users can easily visualize date-related CRM information within a calendar.

## Task Based Experiences

New task based experiences are immersive experiences that allow users to **focus on the tasks** they need to perform, **not the records** they need to interact with. With task based experiences, data from multiple entities are brought together into a single user experience. For example, when you want to reach out to a contact on a deal, all relevant data is brought together in a coherent fashion so that you don't have to visit all the involved records (Opportunity, Contact & Account). It also helps guide users through complex tasks ensuring that they perform the right actions at the right circumstances. The experiences are supported by platform capabilities such as branching logic to show the right pages, business logic for data verification and UI updates.





## Mobile client form preview

With the “Configure once, deploy everywhere” paradigm at our core, we are simplifying the business analyst experience to easily visualize their configuration changes. **When designing forms in the CRM, you can now easily preview the tablet/phone forms and dashboards directly from within the browser.**

## Web Resources and IFRAME

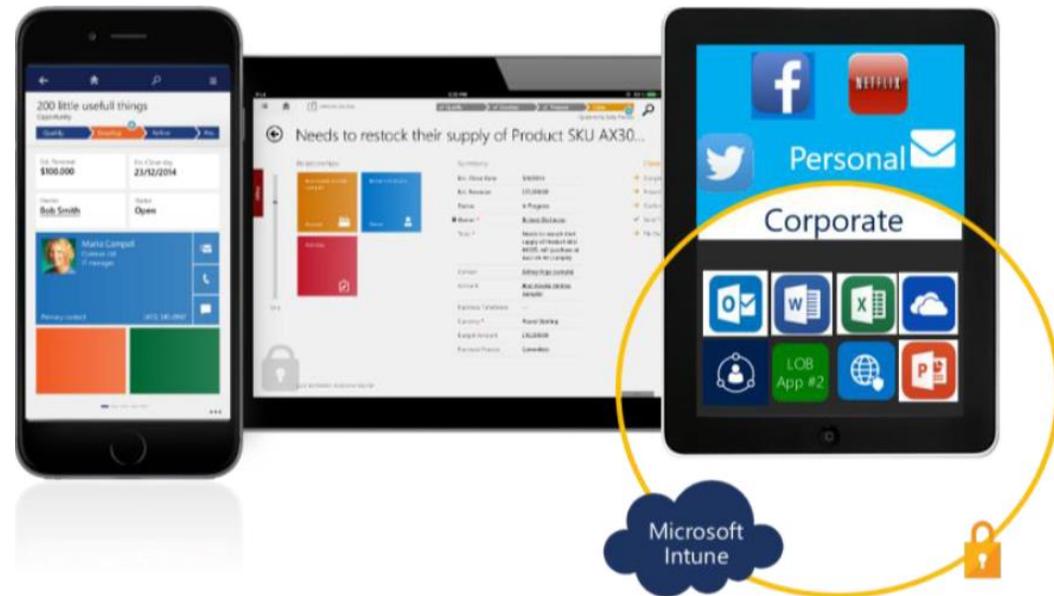
Last year, we introduced IFRAME and web resource support in CRM for tablets as a ‘preview’ feature. With this release the feature will be generally available and we are adding support for Windows tablets (Windows 10) as well.

## Mobile Management

We’re extending our mobile management story with the **integration of Microsoft Intune**. Customers will be able to secure the CRM data in BYOD (Bring Your Own Device) scenarios with Mobile Application Management (MAM) capabilities of Intune. **This allows users to separate their personal data and corporate data on their own devices.** The integration utilizes Intune App SDK and we will release policy managed (MAM-protected) apps for CRM in the Android and iOS app stores.

Policy managed CRM mobile apps can support Intune management policies such as:

- PIN enforcement
- Prevent data leakage on the device (for example, disable copy + paste to personal apps)
- Enforce encryption of app data at rest
- App-level selective wipe



# Online Visibility & Control Enhancements

## Data encryption for CRM Online (server)

CRM Online currently offers the ability to encrypt the full customer database by leveraging SQL Transparent Data Encryption (TDE) to perform real-time I/O encryption and decryption of the data and log files to provide data encryption at-rest. Through the approach customers can seamlessly protect the database without affecting any of the core capabilities of CRM Online. In this scenario, Microsoft manages the keys and handles the management of encryption. This is available today on demand. In addition to encryption at rest, a common ask from customers is the ability to have control over the encryption keys that are used for encrypting the database. This provides great control to the customer as it enables them change keys or revoke access on demand in a completely self-service manner. In this model, **customers generate a key for encryption and upload it to a vault controlled by the customer. The CRM service then uses this key to encrypt the data for that specific customer.**

## Data Performance Dashboard

This admin driven optimization experience within Dynamics CRM **enables customers to understand the performance over time of components with long running queries**, improve the performance of components with optimization recommendations and assess how well existing optimizations are performing.

## New datacenters

**In CY2016 we will introduce new CRM Online datacenters in Canada and India.** The Microsoft Canada geography consists of the Canada East Region (located in Quebec City, in the province of Quebec) and the Canada Southeast Region (located in Toronto, in the province of Ontario). The Microsoft India geography consists of the Northwest Region and the Southeast Region (Chennai and Pune).

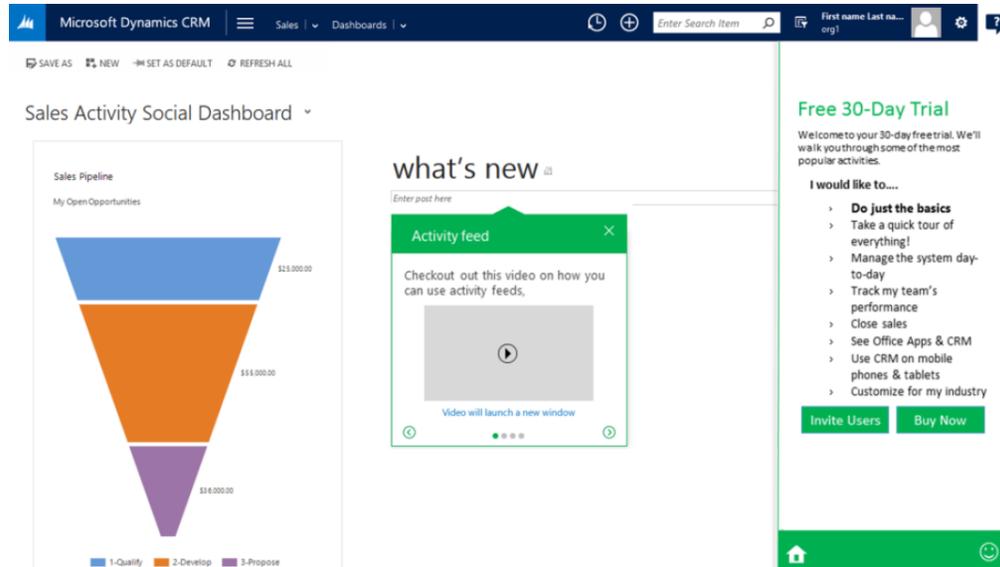
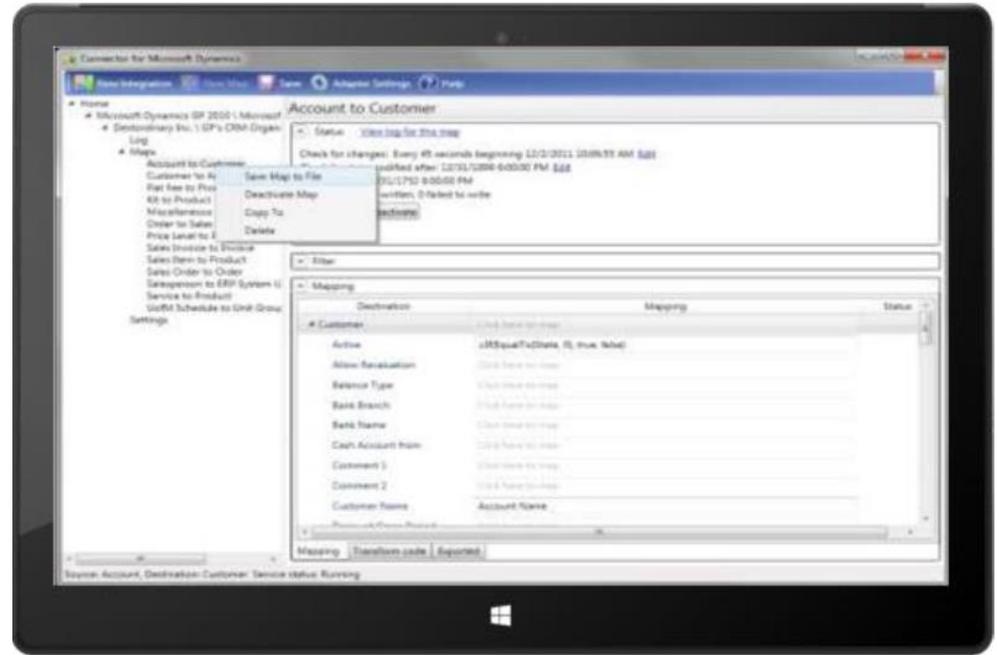
With the inclusion of these new datacenters as well as those recently added in Japan and Australia, **our global customers will be serviced from datacenters located in 9 global regions around the world.**

## Compliance and data protection

Continuing with our effort to be transparent, **we have established the CRM Trust Center as a single location for you to access all information regarding our approach to security and compliance.** Each time we receive a new certification information will be posted at this location. We have achieved a number of industry certifications which ensure that we are meeting the appropriate regulatory and country requirements.

## Bulk Data Loader for CRM Online

Bulk Data Loader for Dynamics CRM Online is a new cloud service built by the Dynamics team. **The main purpose of this service is to enable bulk import/export of data into Dynamics CRM Online.** This tool will allow uploading large data files to cloud staging tables where you can perform lite data quality functions and then push the data into CRM Online. This service will also support recurring data import/export. The Bulk Data Loader will be accessed from a link on the CRM Admin Center website that will redirect users to the Dynamics LCS (Life Cycle Services) website (<https://lcs.dynamics.com>).



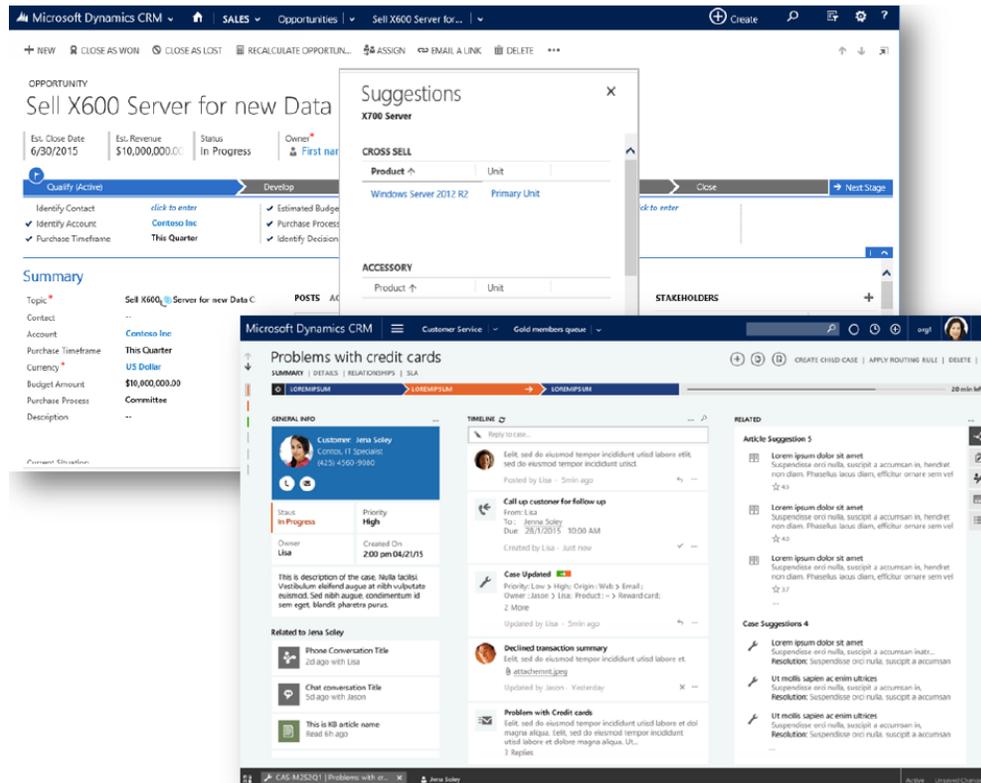
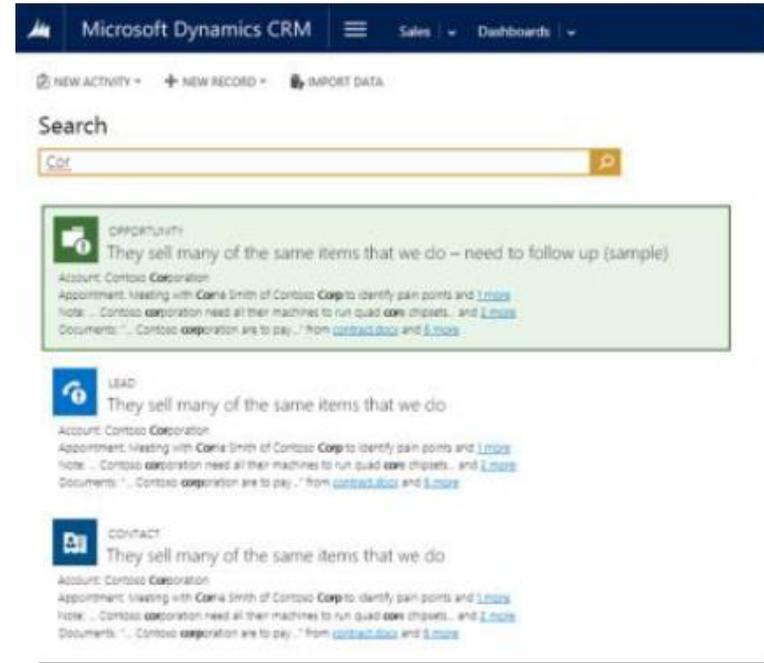
## Guided User Experience

**CRM Online 2016 includes an in-product and context-based learning layer** that speeds up your CRM Online training so you can get productive right away. The interactive assistance provided by the learning layer is specific to your role. For example, if you're a salesperson, you'll see what's new content tailored for your role. If you're a customer service rep or service manager, you'll see different what's new content. Over time, we'll add more learning experiences for different contexts. With assistance tailored for your role, you'll get just the right content at the right time.

# Platforms Enhancements

## Next generation search

This enhanced search experience provides a single list of results across entities, sorted by relevance to the search text, matched to any word across any search enabled field in any search enabled entity. This new search capability will be off by default for everyone. Once enabled, end users will still have the existing multi-entity Quick Find experience, which has been renamed to Categorized Search, available in the user interface.



## Azure Machine Learning

This release will introduce machine learning “ML” scenario based integration with Azure ML for product cross-sell recommendations and suggested knowledge articles with text analytics. Azure ML integration offers a configuration experience and insights integrated into the CRM user interface, removing the complexity of requiring data scientists or understanding ML models.

## Modern web API

**Dynamics CRM 2016 will provide web APIs that leverages the most broadly adopted industry standards for protocol (HTTP and REST), security (OAuth 2), format (JSON), and expose its rich set of data capabilities via open industry standard OData v4, recently approved by OASIS and the standard for new web services created by Microsoft.** This approach moves us from a .NET focused set of capabilities to a position of being open to the wide variety of technology platforms that power our industry today.

## Ecosystem enablement

We have made investments into the solutioning capabilities of CRM to **allow for sub-components of a Solution Package**, patching support, lifecycle Improvements for integration with the Marketplace and parallelization of deployment.

## Server-side Synchronization

Stay productive and up to date no matter where you are or what device you're on. With server-side synchronization, administrators can easily manage the synchronization of email, tasks, appointments and contacts between CRM and Exchange. The server-side synchronization capabilities currently support synchronization between CRM Online and Exchange Online and between CRM On-premises and Exchange On-premises. **This release will introduce support for the hybrid scenario of synchronization between CRM Online and Exchange On-premises.**

## Compatibility

Continuing our commitment to deliver CRM functionality on the latest technologies **we will continue to update the Microsoft Dynamics CRM Compatibility List** providing an up to date view of recent and upcoming compatibility testing results.