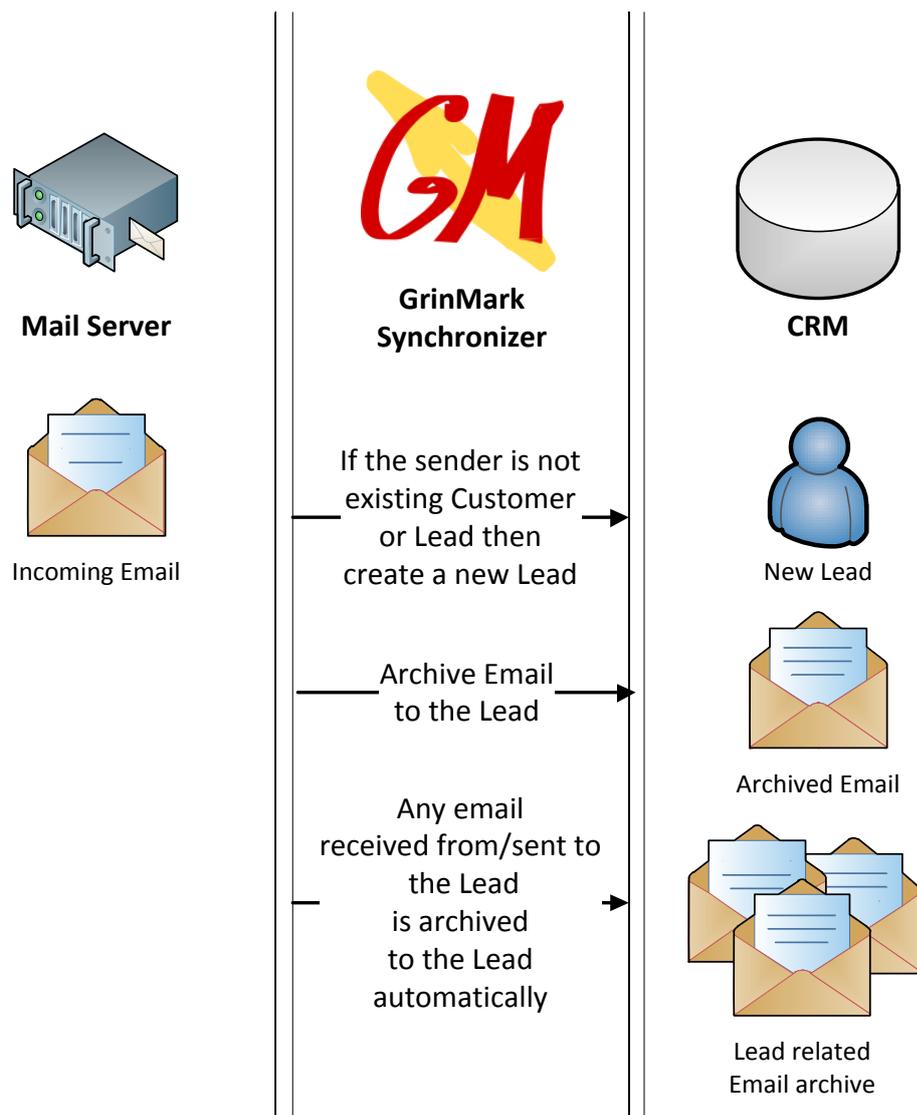# Showcase: Working with Leads

Let's go through possible scenario of working with Leads. The idea behind this showcase is to show how you can focus on your primary business activities and offload routine tasks.

- Imagine that while being out of the office you got an Email. The sender of this Email is a new Lead asking about details of your products or services.
- Shortly after you got the Email GrinMark Synchronizer created a corresponding Lead record in CRM system and related (archived) the Email to it.
- Responsible person in the office sees the new Lead and Email and starts looking for details. Data found is immediately populated into the CRM database. New information about the Lead is synchronized to Exchange server and you see it in 'CRM Leads' subfolder in your phone's address book.
- You read this information and respond to the Lead appropriately. Your email is automatically archived to the Lead, so the whole new conversation is reflected in the CRM.

As a result you just did your work: read and responded to the email sender, all other activities were delegated to an office employee and GrinMark Synchronizer.

Mail Server	GrinMark Synchronizer	CRM
Incoming Email	If the sender is not existing Customer or Lead then create a new Lead	New Lead
	Archive Email to the Lead	Archived Email
	Any email received from/sent to the Lead is archived to the Lead automatically	Lead related Email archive

Company Information

GrinMark provides synchronization solutions to customers all over the world since 2006. Our products integrate Exchange with world leading CRM systems. Our solution is configurable, customizable and has flexible deployment options. Benefits of GrinMark Synchronizer include: well-thought synchronization technology, shared between several GrinMark products, multiple profile and multiple servers support (to facilitate work with large deployments) and attractable pricing. We have many customers all over the world using our products, including small, mid-size and large organizations. GrinMark Synchronizer provides outstanding capabilities for monitoring and tracking of synchronization process thus making problem resolution and administration as intuitive and friendly as possible.

Links

Contact us at sales@grinmark.com or support@grinmark.com
Web Site: http://www.grinmark.com
Product Trials: http://www.grinmark.com/requesttrialform.html
On-premises vs On-demand: http://www.grinmark.com/products/aesync/on-premise-vs-on-demand.html

Supported Systems

Supported CRM Servers

- SugarCRM 6.0 and above
- Microsoft Dynamics CRM 2011, 2013
- Microsoft Dynamics CRM Online
- Salesforce

Supported Exchange Servers

- Microsoft Exchange Server 2007
- Microsoft Exchange Server 2010
- Microsoft Exchange Server 2013
- Microsoft Exchange Server Online, Office 365

What is Synchronized Out-of-the-box

- Contacts, Accounts, Leads
- Meetings, Calls, Tasks
- Cases, Opportunities
- Emails