Microsoft Dynamics Adds Mobile Controls Powered by Wijmo 5

"Businesses are increasingly looking for intelligent customer engagement solutions that provide a great mobile experience and Wijmo 5's touch support and mobile-friendly user interactions enable us to deliver that for our customers"

Param Kahlon, GM, Product Management, Microsoft Dynamics CRM

Microsoft

Microsoft Dynamics Customer Relationship Management (CRM), Microsoft's CRM solution, is constantly striving to deliver an exceptional CRM experience that will help their customers manage sales, marketing and customer service. As part of their efforts to cater to the needs of their customers, Microsoft has developed mobile CRM apps and platforms to make it easy to apply CRM solutions on the go. When they were preparing for the 2016 update of Microsoft Dynamics CRM Online, Microsoft wanted to be sure that their new mobile capabilities would be easy to use, with an intuitive user interface. To create the interface for their latest update, Microsoft turned to Wijmo 5, a collection of JavaScript UI controls by GrapeCity. With touch support, cross-platform capabilities, clean design, globalization for 40+ cultures, and highly customizable input and gauge controls, Wijmo 5 proved to be just the solution Microsoft Dynamics needed.

Business Challenge

A successful business must be able to foster customer loyalty and trust, while maximizing sales, service and marketing productivity. Customer Relationship Management (CRM) is a systematic way of monitoring each of these aspects, and increases profitability by automating business processes that build customer relationships and promote customer satisfaction.

Microsoft Dynamics CRM, Microsoft's CRM solution, is constantly striving to provide an exceptional CRM experience that assists their customers in effectively managing sales, marketing and customer service. Part of providing a useful CRM solution is ensuring that the solution is adaptable and easy to use. In their efforts to provide the ease and accessibility necessary for a great CRM solution, Microsoft delivers Microsoft Dynamics CRM solutions in the cloud, on-premises, and even a mixture of the two. With the increased use of mobile devices, Microsoft has developed mobile CRM apps and platforms to make the application of CRM easier for Microsoft Dynamics CRM users on the go.

When Microsoft was preparing for a 2016 update to Microsoft Dynamics CRM Online, they wanted to ensure that their new mobile capabilities for administrators and customizers would be easy to use, with an intuitive user interface. But the development of an intuitive interface, with the ability to operate on several different mobile platforms, is a time consuming process. The process is only drawn out further when the interface must be able to adapt to the data-entry forms of a global clientele.

Solution

When developing the 2016 update for Microsoft Dynamics CRM Online, Microsoft turned to Wijmo 5 for their mobile input and gauges.

Wijmo 5, developed by GrapeCity, is a collection of JavaScript user interface (UI) controls that are written in TypeScript for enterprise application development. Wijmo has zero dependencies on other code libraries. No dependencies means a lightweight product, and a development process unhindered by the need to download additional code libraries. Developed with the intent to allow developers to circumvent the arduous process of creating and maintaining UIs that function across platforms and cultures, Wijmo 5 enables developers to focus on the business side of their applications. With touch support and the ability to work well on virtually any device, Wijmo 5 had the essential elements of the user-friendly

"With Wijmo's extensibility model, the Microsoft Dynamics team was able to quickly customize and incorporate Wijmo 5 controls into our new release ."

Param Kahlon
GM, Product Management
Microsoft Dynamics CRM

interface Microsoft was striving to create. Add to this Wijmo 5's clean design, highly customizable controls, globalization for 40+ cultures and flexible input and gauge controls, and this collection of UI controls provided exactly what Microsoft needed to create a user-friendly mobile UI for their 2016 update.

Benefits

Ultimately, the numerous benefits offered by Wijmo 5 are what drew the attention of the Microsoft Dynamics team.

Reduced development time is chief among these benefits. Especially in development situations where a product will not only be used on different platforms, but in different global locations, developing a consistent solution is time consuming. Wijmo 5 functions on all of the newest Android, Windows and iOS mobile devices, eliminating the need to create unique solutions for each platform. Wijmo 5 UI controls

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Customer Profile
Microsoft is the worldwide leader in software, services, devices and solutions for businesses and individuals. Microsoft is most well known for the creation and continued advancement of Windows and Office, but the technology leader has also produced several devices, such as the Surface (a tablet computer), Microsoft Fitness Bands, a line of cell phones, and the Xbox gaming consoles. Though based in the United States, Microsoft has offices located around the globe.

Microsoft

also have the ability to adapt and essentially "translate" themselves to conform to the culture of the user's location. By providing an easily incorporated suite of UI controls that work well across platforms, and across cultures, Wijmo 5 makes it possible to cut down on development time. The time saved in developing UI controls can then be allocated to other aspects of the app's development.

Not only does Wijmo 5 save time in the development process, it also caters to the trends of the market. In an increasingly mobile and therefore touch-centric market, Wijmo 5's focus on touch support and mobile-friendly design makes it a prime tool for mobile web developers. Developers will find that the Wijmo 5 controls' highly customizable qualities allow them to create user-friendly interfaces that are suited to their specific app.

Users also benefit from Wijmo 5's UI controls, where the ability to adapt both the way the data is entered and the way the data is displayed makes data easier to analyze. Users will also find that the uncluttered design of the Wijmo 5 controls lends itself to a simple and intuitive user experience.

"It is a testament to our product that Microsoft is using Wijmo 5 in an application being accessed from mobile devices by people all around the world. We are proud to see that our new generation of JavaScript controls has the speed and mobility to meet Microsoft's needs"

Chris Bannon
Product Manager
Wijmo

Partner Overview
Partner: GrapeCity
Partner Website: us.grapecity.com
Country or Region: U.S., Japan

Partner Profile
GrapeCity is the world's largest provider of UI and developer productivity tools, empowering developers to create premium user experiences across the enterprise. For close to 30 years, hundreds of thousands of companies around the world have used GrapeCity's state-of-the-art and time-saving developer tools and components in their Windows, web and mobile applications. Owned and operated by GrapeCity, Wijmo is the powerhouse provider of HTML5 and JavaScript controls for enterprise application development with particular expertise in working with Angular.

Software

- Visual Studio
- TypeScript
- Wijmo 5

Microsoft