



Helped a leading **IT consulting company** meet the unique needs of various business groups with a **CRM solution** that works with Microsoft Office Outlook and fits into its existing IT infrastructure



## About the Client



A global software product engineering services organization that designs and provides services in technology, strategy, and operations



Has a **scientifically-driven, data-oriented, and delivery-focused approach** to offer concrete breakthrough products and services, and make organizations more innovative and agile



Serves in over **15 countries** across North America, Europe, Asia, and Australia

## Business Needs



- Implement a CRM solution that works with Microsoft Office Outlook and meets the unique needs of various business groups
- Integrate a solution that fits into the existing IT infrastructure



## Solutions



**Implemented** a CRM solution that effectively managed all the sales and marketing operations, enhanced productivity, and increased visibility of company's performance



**Extended** the MS Dynamics CRM Sales & Marketing module using the scalable MS CRM architecture to achieve the desired functionality



**Upgraded** the CRM to use an additional set of features such as dashboards, charts, role-based forms, and field-level security



**Developed** extra custom applications and extension points to support specific business processes such as:

- Leads, meeting management, and notification
- Response management with guided flow
- Email marketing analysis
- Lead response analysis
- Unified search
- Mobility extension
- Lead scoring matrix

## Technology Stack



## Business Benefits



**Gained** effective business insights and robust analytics



**Lowered** overall costs



**Improved** efficiency and productivity



**Empowered** employees to perform tasks more efficiently

## Cybage CRM Sales Capabilities



Sales



Service



Marketing



XRM Solutions

**Boosting productivity with hi-tech solutions**

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