

## SUCCESS STORY

# Customized Dynamics 365 to a Media Business in the US

BeetleRim developed a customized CRM solution for a US-based media business using Dynamics 365. We integrated Power BI, SSRS and custom web-parts to the Dynamics CRM application to extend its functionality, catering to business needs.

### Outcomes

**60%**

savings in operational support

**99.9%**

system stability

**80%**

more user flexibility

**90%**

trained agents across multiple geographies

**3,000+**

Leads processed per month

### Problem statements

- Disconnected applications
- Operational reports a hassle
- Low revenue on each of the marketing services offered
- Leads lost due to delay in processing

### Saving the day ...

- Automated the complete sales and marketing process
- Self-service analytics integrated into the Dynamics 365 platform
- Custom developed a finance module using Microsoft technologies, with information flow from CRM
- More flexible and faster sales booking, quote generation and contract process

### ...and key value propositions



Strong governance model



Improved efficiency and productivity



Time savings



Increased revenues



Enhanced customer delight

