

A leading Chemical Producer ramped up employee engagement by building Systems of Intelligence leveraging **Dynamics 365**



Customer

The customer is a leading producer and marketer of chemicals and related products in North America.

Business Challenge

Being a research and development-based organization, the company heavily relied on getting ready with latest systems to enable field staff with real-time access to information via different channels.

They were looking for a CRM solution that could better organize and consolidate information, as well as provide a **single, unified view of the customer** to the field staff.

Additionally, the client wanted to migrate data from legacy systems to provide better visibility and enable secure access through **ADFS**.

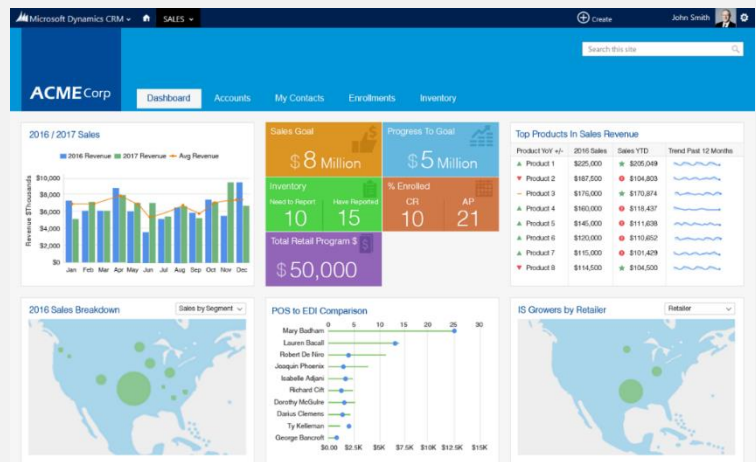
The key requirement included:

- Implement a customized Microsoft Dynamic CRM instance
- Migrate production data from their primary legacy CRM system
- Design UI/UX to enable intuitive navigation and data presentation
- Single Sign On using ADFS
- Self-updating dashboards
- Design customized forms for client incentive program enrollments
- Developed customized dashboards for field staff and managers

WinWire Solution

WinWire helped the client in integrating data from other legacy systems to create **Systems of Intelligence**, which enabled them to deliver an unprecedented level of service and empower the team to make the best possible business decisions by accessing real-time info.

- Developed customized Dynamic CRM instance enabling secure access to the information
- Extended entities in Microsoft Dynamic 365
- Migrated existing data from their primary legacy CRM system to Dynamics 365
- Designed and implemented interactive self-updating dashboards for actionable insights
- Implemented customized forms to automate client incentive enrollment programs



Business Benefits

- Real-time access to live data via browser and mobile devices
- Self-updating dashboards and alerts, providing key insight
- Integration with other Office 365 products like SharePoint/Exchange