

World's largest repository of modern Indian art adopts D365 FSCM and D365 Sales & Marketing apps to seamlessly manage their inventory and increasing sales

Executive Summary

The organization had been using a legacy system for its galleries, which was outdated and offered very limited features. One major issue was the lack of integration between systems, preventing efficient operations. Additionally, the absence of necessary features made it difficult to manage a large inventory of artworks categorized under numerous classifications.

The organization also lacked a dedicated system for customer engagement, leading to challenges in maintaining smooth communication with customers. As a result, it faced difficulties in managing, selling, and marketing its extensive stock of artwork across its galleries in India and international locations.

To address these challenges, the organization sought a partner with a proven track record in implementing Microsoft Dynamics Business Applications. Alletec, with its strong history of international deployments of Dynamics 365, implemented a tailored solution to streamline finance, supply chain, sales, and marketing operations, enabling more efficient management of its operations.

The Situation

The need for a comprehensive Microsoft Dynamics 365 solution to manage operations across art galleries with both domestic and international locations.

Moreover, the organization didn't have any dedicated system for customer engagement, which restricted smooth communication with the customers.

Business-specific documentation required for every purchase and sale of artworks, ensuring compliance and traceability.

HQ - **Delhi, India**
Industry - **Art**
Solution -
Dynamics 365 Finance & Supply Chain (FSCM), Dynamics 365 Sales & Marketing

The Benefits

The Alletec Solution

After understanding the requirements, Alletec suggested implementing Dynamics 365 Finance & Supply Chain (FSCM) and Dynamics 365 Sales & Marketing apps.

- Integrated the art catalogue that complies with global standards between Sales & Operations.
- Enabled a feature in FSCM to address documentation requirements of works of art.
- Enabled features in Microsoft Dynamics 365 FSCM to address taxation requirements of three countries – India, UK, and USA.
- Activated features in the Dynamics 365 Marketing app to set up and maintain automated campaigns across different channels and organize events.
- Suggested the best Dynamics 365 Sales product to suit the unique needs of tracking accounts/contacts, nurturing sales from lead to order, and creating sales collateral.

The Benefits

- The sales team gained access to an integrated catalogue for sales operations.
- Integrated campaigns and promo management made branding easier for the sales team.
- The team was able to gain visibility into inventory by attribute, artist, and location.
- Addressing consignment inventory became easier.
- Dynamics 365 Finance enabled the organization to automate and modernize its financial operations.
- The team could monitor performance in real time, predict future outcomes, and make data-driven decisions to drive business growth.
- Dynamics 365 Supply Chain Management helped build an agile and connected supply chain. The team could streamline their inventory and warehouse, maximizing operational efficiency, profitability, and product quality.

USA - 5605 North MacArthur Blvd., Ste 1000, Irving, TX 75038 | +1 469 767 9753

CANADA - 181 Bay Street, #1800, Toronto, Ontario, M5J 279 | +1 469 767 9753

KENYA - The Westwood, Vale Close off, Ring Road Westlands, Nairobi | +254 797074144

INDIA - A-1, Sector - 58, Noida - 201 301 | +91 120 3000 300

www.alletec.com | info@alletec.com

