



Global Software Licensing Company Deploys Dynamics CRM to Integrate Multi-country Operations and Enhance Customer Delight

Highlights

This Europe headquartered global software licensing solution provider works with multiple publishers including Microsoft, Adobe, Oracle, Semantic, McAfee & Trend Micro.

With over 3,000 technology partners & presence in over 50 countries, the company has won several global customers who have multiple subsidiaries spanning across countries.

Global operations, and the need to provide consistent experience and pricing to international customers had created pressing need for a centralized CRM solution that also integrated with individual country implementations of Dynamics ERP.

The company evaluated potential CRM implementation partner companies from Europe as well as other geographies. The partner needed to have proven competence on Dynamics CRM, Dynamics ERP, and the ability & experience of delivering enterprise solutions to a global clientele. Alletec's success stories on all these fronts gave company the confidence to entrust it with this business critical project – that envisioned rolling out Dynamics CRM to over 50 countries.

Headquarters	Europe
Global Presence	▪ 50 countries
Technology Partners	~3000
Solutions	<ul style="list-style-type: none">▪ Licensing▪ Software Asset Management▪ Software Lifecycle Portal▪ Beyond Licensing▪ Microsoft SPLA

Business Situation

The company was winning large accounts globally & planning to extend its footprint dramatically – to cover more than 50 countries in a very short period. Most customers had international presence & were being served by the company in multiple countries. Hence, consistency in product pricing and customer experience was critical. With growing operations, monitoring the pipeline and sales across countries had become increasingly difficult in absence of a robust CRM solution.

- Various countries had their own, independent implementations of Microsoft Dynamics ERP. There was no centralized database to provide a unified view of customer activity and history.
- The ERP failed to provide in-depth visibility into account hierarchy & transactional details resulting in delayed or ineffective communication with customers.
- Management needed a consolidated view of pipeline and sales.

Alletec Business Solution

Alletec understood the criticality of customer experience & workflow visibility and the need to ensure customer buy-in before planning any global roll-out. The aspects of the solution included:

- A POC methodology. Two European countries were taken up as candidates for the POC deployment. Success of these implementations was then followed by initiating deployments in groups of other countries.
- Custom development of ERP – CRM Connector, which allowed an 'on-demand' synch, besides a batch mode update.
- Integration with Lync, Outlook & SharePoint to facilitate single-click communication with customers across the world.

Benefits

- Consolidated view of customer activity – across countries – allowed assessment of earnings and business alignment from each customer.
- Bi-directional sync between CRM & ERP enabled integrity in data.
- Account tree provided complete visibility of territory/sub accounts/owners/activity wise details & touch points from top to bottom.
- Automated alerts led to timely follow-ups resulting in positive closures & license renewals.
- Integration with Lync & Outlook provided mobile access to users helping them easily connect to customers anywhere anytime.
- Automation of setup procedures resulted in new country roll out being tremendously sped up.



Results

- Centralized repository of data led to efficient lead & opportunity management.
- Healthier & long-lasting customer relationships resulting from uniform customer experience & pricing.
- Increased revenue from newer acquisitions & timely renewals.