

Case Study

Speedy Microsoft Dynamics 365 Implementation, Enhanced Sales & Marketing for Next-Gen Digital Enterprise

The client is a leading next-generation organization, focused on delivering digital outcomes for global clients in industries like Energy & Utilities, Transportation & Logistics, Civil Infrastructure, Process & Discrete Manufacturing.



Business Challenges

- ☑ Newly incorporated organization with evolving business processes.
- ☑ Need of an enterprise-wide CRM solution, which could be rapidly deployed and implemented.
- ☑ Scalable business processes to help deliver disruptive business outcomes.

LTIMindtree Solution

LTIMindtree implemented the Microsoft Dynamics 365 solution in a record time of **26 days – the fastest in Asia Pacific region, and one of the fastest across the globe** (considering similar scope and scale).

The integrated capabilities leveraged within this digital transformation initiative were the Sales app, Dynamics **365 Marketing**, Sales AI, LinkedIn Sales Navigator, Customer Service app and FormsPro.

LTIMindtree also provided the client with:

The use of Requirement Management Framework (RMF) was a key success factor, where the artefacts were being reused and enriched to win the client's confidence. LTIMindtree had used this framework for other past projects and it turned out as a differentiator in the 'Special 26' project.

Scalable architecture – solution defined and implemented to take care of the client's immediate and long term business challenges.

LTIMindtree enhanced the sure-step methodology and provided efficient project governance, which included:

- // Unique reporting with impactful visualizations.
- // Daily tracking of data with dashboards.
- // Deep connect with all stakeholders for understanding of processes.

Business Benefits



Enhanced Sales to the next level

Relationship sales.

Minimized data entry with minimal and guided business processes.

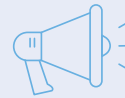
Opportunity cycle comprising of account, contact, competitor tracking.

Scoring models to help identify prospects and increase conversions.

“Work from anywhere” model with a mobile assistant.

Contextual insights that recommended next best actions.

Reveal relationship health and risks.



Enhanced Marketing Sales alignment

Identify, prioritize and target accounts.

Orchestrate customer journeys.

Create campaigns quickly, tracking budgets against actual spends, comparing campaigns.

Simplify event management.

Request and capture consent – GDPR perspective.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700+ clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree – a Larsen & Toubro Group company – combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit www.ltimindtree.com.