

Cybage built a feature-rich, easy-to-adapt, stacked solution on the **MS Dynamics platform** for all business units in a **CRM organization**

## ABOUT THE CLIENT

A leading US-based market research agency and an operating unit for a reputed global research firm

Undertakes market research for public and private sector organizations at both local and global levels

Expertise and service capabilities encompass customer research, employee engagement research, financial services research, and applications of IT in research and data collection

## BUSINESS NEEDS



Scale up and upgrade the existing MS CRM 2011-based infrastructure to MS CRM 2013 from the US to UK and the APAC regions



Deploy an enterprise CRM framework that provides detailed reports in an accurate, consistent, and timely manner



Replace diverse/heterogeneous applications used by UK and APAC users with a uniform platform containing centralized sales and service business process workflows

## SOLUTIONS

Implemented a centralized CRM system with multi-region and multi-currency support

Migrated the legacy system workflows and data into the new MS CRM 2013-based solution

Deployed flexible and powerful subscription management features with real-time data tracking

Enabled auto-population of relevant data based on business logic validation and automation of distribution at different touch-points

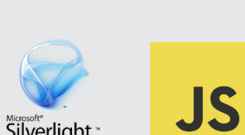


## TECHNOLOGY STACK

### Development Tools



### Languages and Framework



### Server



## BUSINESS BENEFITS

Enabled the organization to work as a single unit by making business information relevant for key processes

Improved business insight into key processes with the implementation of the centralized CRM system

Improved CRM usability by enabling auto-population functionality of relevant data

Boosted business insight by enabling tracking and instant feedback functionality on project status and subscription lifecycle

Optimized notification management with subscription renewal alerts for users

## Cybage CRM Sales Capabilities



Sales



Service



Marketing



XRM Solutions

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