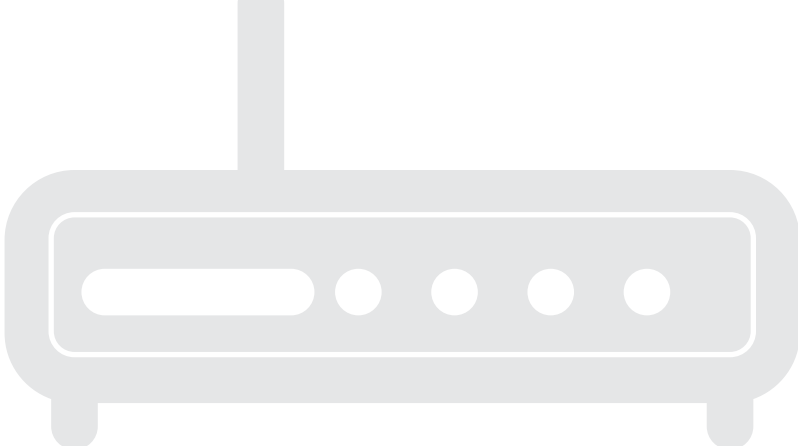




# Developed MS Dynamics CRM 2011-powered CCRM 2.0 system to boost performance of a global communication and utility service provider

## About the Client

A global leader in providing relationship management solutions for the telecom, utilities, and broadband domains



## Business Needs

Build and introduce a new MS Dynamics CRM-powered 'customer care' solution into the market to drive more value into customer relationships



Forge partnerships with customers to deliver improved operational effectiveness, reduced time to market, enhanced customer satisfaction, and accelerated revenue growth, thus creating a sustainable competitive advantage

## Solutions

Deployed a unique integration mechanism that enabled creation of entities acting as placeholders for data mastered in another system

Connected various applications with the unique Placeholder Entity Framework

Deployed CCRM 2.0 that opened a myriad of possibilities for the telecommunications and utilities industry

The robust CCRM 2.0 platform collaborated information from customers and partners and opened multiple usage points for client's employees/sales teams

Built the product framework by extending the CRM through SDK that provided a sustainable, competitive advantage

Provided OOTB optimization for global telecommunications, broadband, and utility markets to support marketing and sales functions from a single application



## Technology Stack

### Languages and Frameworks



### Development Tools



### Server



## Business Benefits

**Reduced implementation cost and time to market** via pre-integrations with the rating and billing solution

**Enhanced customer experience** by providing proactive customer-centric marketing and services

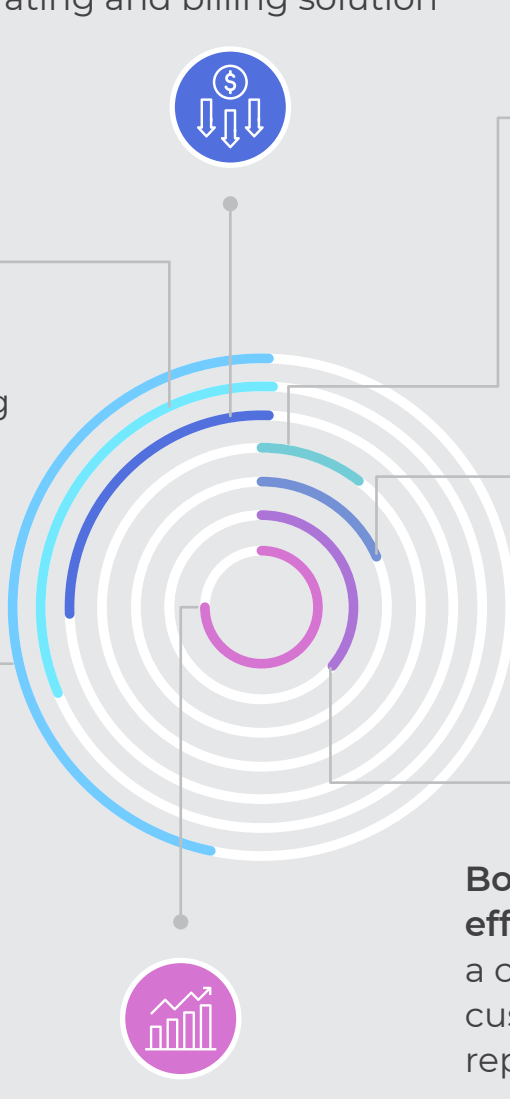
**Improved sales** by employing powerful sales management with next generation shopping experience

**Increased visibility of business performance** by transforming data into insightful visualizations with Silverlight generic Parent-Child XAP

**Achieved security and compliance** by implementing security and logging mechanism

**Empowered end-users** by applying reference UI capability

**Boosted company efficiency** by implementing a consolidated view for customer service representatives



## Cybage CRM Sales Capabilities



**Cementing solid customer relationships**