

Helped a leading

IT consulting company

meet the unique needs of various business groups with a CRM solution that works with Microsoft Office Outlook and fits into its existing IT infrastructure





About the Client



A global software product engineering

services organization that designs and provides services in technology, strategy, and operations



Has a scientifically-driven, data-oriented, and delivery-focused approach

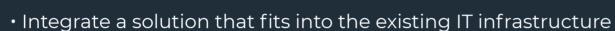
to offer concrete breakthrough products and services, and make organizations more innovative and agile



Serves in over 15 countries across North America, Europe, Asia, and Australia









Solutions



Implemented

a CRM solution that effectively managed all the sales and marketing operations, enhanced productivity, and increased visibility of company's performance



Extended

the MS Dynamics CRM Sales & Marketing module using the scalable MS CRM architecture to achieve the desired functionality



Upgraded

the CRM to use an additional set of features such as dashboards, charts, role-based forms, and field-level security



Developed

extra custom applications and extension points to support specific business processes such as:

- Leads, meeting management, and notification
- Lead response analysis
- Lead scoring matrix
- Response management with guided flow
- Unified search
- Email marketing analysis
- Mobility extension

Technology **Stack**















Business Benefits



Gained effective business insights

and robust analytics



Lowered overall costs



Improved efficiency and productivity



employees to perform tasks more efficiently

Empowered







Sales **Service** Marketing **XRM Solutions Boosting productivity**

with hi-tech solutions

Cybage CRM Sales Capabilities

business@cybage.com | Explore More

