

SOLUTION STORY

BACKGROUND

This customer produces optics, imaging, and photonics technology. They support research and development for electronics, semiconductor, pharmaceutical, biomedical, and military markets around the globe and their products are used in a variety of applications ranging from DNA sequencing for retinal eye scanning to high-speed factory automation. They are one of the world's largest suppliers of off-the-shelf optical components.

CHALLENGE

This customer made the move to Dynamics CRM so they could have a true 360-degree view of their customers. PowerObjects was brought in to design the implementation, deliver on that vision, and support the customer in their lifecycle phase. Microsoft Dynamics replaced the customer's old SAP CRM system in order to provide additional functionality that they were not getting with SAP CRM. With Dynamics CRM, the customer was looking to achieve a faster platform with a simplified interface to help promote user adoption within their organization.

SOLUTION

PowerObjects helped design a platform that the customer could use for lead management, account management, opportunity tracking, quoting order management, technical support requests, marketing, and event management. PowerObjects also provided custom development with a bi-directional integration into their ERP system SAP; a website integration for support request, quotes, and customer product opportunities; a SharePoint integration that is compliant with the customer's security requirements; and custom quick quoting functionality.

BENEFITS

This customer absolutely raves about Dynamics CRM with its simplified use and ease of adoption. The customer has now implemented Dynamics CRM for their US, Japan, Korea, Taiwan, and Singapore teams. They plan on expanding to additional countries including the United Kingdom and Germany.

This project took PowerObjects approximately five months to complete.

OPTICAL COMPONENT

PRODUCER IMPLEMENTS

DYNAMICS CRM ON A

GLOBAL SCALE FOR ITS

SIMPLIFIED USE AND

EASE OF ADOPTION

AWARDS + RECOGNITION

2012 + 2013 + 2015

Microsoft Dynamics Partner of the Year

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2011 + 2013 + 2014

Inner Circle for Microsoft Dynamics

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2009 + 2010 + 2011 + 2012

Inner Circle for Microsoft Dynamics

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Convergence Customer Excellence Awards

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GOLD + SILVER

Inner Circle for Microsoft Dynamics



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