



Microsoft Dynamics Customer Solution Case Study

For more information contact:
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This Event Management Company composes solutions that are perfectly suited to your needs and offers functional locations and quality services. Reinventing the art of entertaining, combining organization and expertise for all your projects, meetings and events, this is the promise in over 50 places in France.

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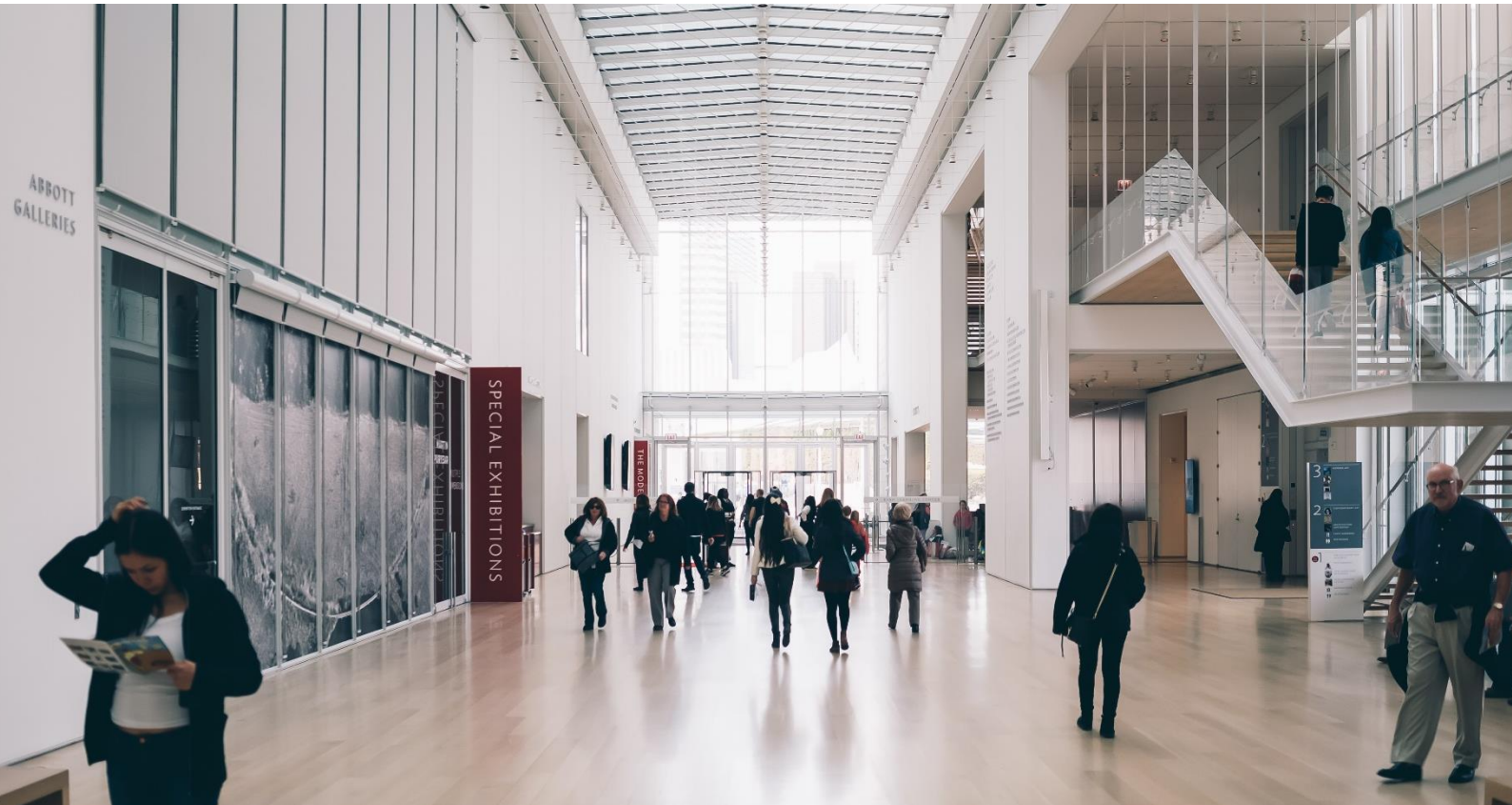
Key Challenges

The client had an elementary system called GPS, but it did not provide the required functionalities and features. Thus, we implemented Dynamics CRM v 4.0 in 2009 and later upgraded it to Dynamics CRM 2011 in the year 2013. We did the data migration and customization. The implementation is done on-premises for about 200 users.

Year	Challenges
2009	Improper system called GPS which did not have required features.
2013	Updated features not available in Dynamics CRM v 4.0.

Our Solution

Year	Solution	Implementation
2009	<p>Data migration from GPS and implementation of Dynamics CRM v 4.0. Custom entity creation, as well as web portal creation to manage bookings / reservations.</p> <ul style="list-style-type: none"> Seamless data migration. Implemented custom CRM entities. Implementation of booking/reservation process, including lead management, booking logging, invoicing. 	2 months
2013	Upgrade to Dynamics CRM 2011 with data migration.	1 month



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Benefits

- Introduced the client to the Dynamics CRM ecosystem while customizing the solution.
- Used across the company, by sales to enter bookings, account to create invoices and managers to manage events.
- Process Automation: Booking, quotes, products, campaigns and invoicing.
- Tailored a custom web portal (Booking Dashboard) using .NET for reservation and booking of their properties.
- Booking Dashboard integrated with Dynamics CRM.
- Booking Dashboard used for management of property rentals.

About Direction Software LLP

We are a software services firm, specializing in developing & implementing Internet strategies for businesses & providing high-end software development services including Custom Programming & Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction Software LLP is fully equipped with state-of-the-art infrastructure and networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.

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