![Porini 1968 logo]

365 CRM

Multi-Channel Loyalty Retail

for Microsoft Dynamics 365

The suite covers marketing and communication processes with your customers, cards management and loyalty programs, status management and all aspects of campaigns and promotions management, including an advanced data analytics tool with clustering and segmentation models.

Porini | 365 CRM

Best-in-class methodologies and technology innovation supporting our customers to address Digital Economy challenges.

PORINI 365 CRM

PORINI 365 CRM is a solution developed on the Microsoft Dynamics 365 platform dedicated to industries that want to manage retail and customer loyalty activities and their own network of stores by integrating all business data without impacting legacy information systems.

The solution enables to manage:

- Client data and Loyalty cards
- List of purchases made by a single client, with graphic navigation in the product catalog
- Client profiling according to purchase preferences and creation of marketing lists to support direct marketing activities
- Integration with all major Social Networks and Sentiment Analysis tools integrated with the CRM system
- Integration with Web Sites to trace clients' behaviour and preferences
- Advanced Clustering tools

This solution can be used both by headquarters key users and by store managers and sales persons also with tablets, mobile and wireless devices. PORINI 365 CRM improves customer loyalty, increases repetitive sales and enables intelligent selling techniques.
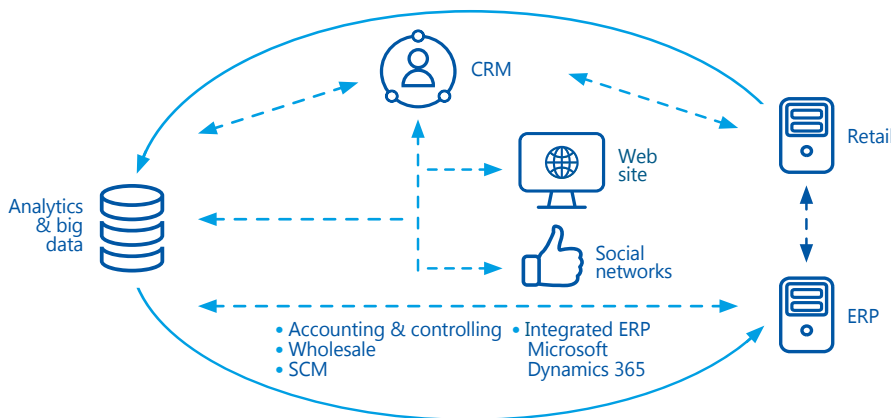
ANALYTICS 4 FASHION & RETAIL

Analytics systems and clustering models focused on Fashion & Retail requirements, available also from tablets, mobile and wireless devices, integrated with the Social CRM system:

- Fashion Data Modelling
- Interactive Reporting & Dash-boarding
- KPI Integrated System
- Mining and Predictive systems
- Optimization models

THE CHALLENGE

The current Fashion & Retail evolution increasingly favours the customer experience and the connection between the brand and the customer: social networks and mobility are key factors for successful businesses.
The business agility and the increasing availability of real-time information resulting from multiple business systems are a prerequisite for rapid decision-making based on reliable data.

OUR SOLUTION

We leverage the Microsoft technology stack as a reference point for developing innovative technology solutions focused on Fashion & Retail industry requirements across the multiple "Business Lines" (CRM, Business Analytics, Knowledge Management Portals).

PORINI

Established in Como in 1968 as a company specialized in ERP solutions and consulting services specific to fashion, clothing, textiles and retail companies, over the years Porini expanded its expertise becoming a Microsoft Global ISV expanding its portfolio solutions with Social CRM, Business Analytics, Artificial Intelligence, Machine Learning, IoT, Performance Management, Collaboration and Knowledge Management targeted to medium to large companies in many other industry sectors.

- **Performance optimization**
- **Controlling and reporting**
- **Sales increase**

- **Real-time updated information**
- **Integrated planning**
- **Rapid decision-making based on reliable data**

- **Client profiling**
- **Marketing support**
- **Computer-aided selling techniques**

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Microsoft Dynamics **365**

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