



Dynamics Marketing Events Fast Start

Absfront AB

Overview

- Summary
- Key Benefits with Fast Start
- Project Approach Fast Start



Summary

Business Ready

- The solution is seamlessly integrated with Microsoft Dynamics Sales and Customer Service.
- Designed based on best practices within Digital Marketing & Event Management
- Supports all roles in the organization involved in Digital Marketing activities

Proven solution

- The team at Absfront have 15+ years of experience from CRM solutions based on Microsoft Dynamics 365 and 5+ years within Digital Marketing
- Absfront have been one of the leading partners to implement Dynamics Marketing in Sweden

Time & cost effective

- Microsoft Dynamics Marketing with all core features needed for Digital Marketing % Event Management. No customizations needed.
- Services delivered in a cloud based and compact workshop-format with to meet adjusted customer requirements
- Delivered as fast as 3 weeks

Key Benefits with Fast Start

Focus

- Start with the features that adds most value to your business
- Easy to extend as needs develop over time

Fast

- 3 calendar weeks to get up and running
- No need for up ramping and long preparation times

Cost effective

- Clear and relevant costs
- Start with a limited scope and grow with control

In order to maximize the benefits of the solution Absfront suggests that the customer previously have been implemented Dynamics 365 Sales with one of the Absfront add-on accelerators

Project Approach Fast Start



Project Execution



It is strongly suggested that the customer already have training and knowledge in Microsoft Dynamics Marketing features related to segmentation, E-mail marketing, Forms and Customer Journey. This can be ordered separately.

What to expect from the solution offering

In Scope

- All Microsoft Dynamics 365 Marketing standard functionality
- Basic Portal setup
- Event Management
- Templates to import Contacts

Out of scope

- In depth trainings of E_mail Marketing, Marketing forms, Segmentations and Customer Journeys
- No integrations
- No configurations and customizations of datamodel, forms etc

Timeplan

Activity	Week 1	Week 2	Week 3
Upp-start	✓		
Environment setup	✓		
Workshop 1		✓	
Workshop 2		✓	
Test			✓
Go-live			✓

The timeplan may be adjusted based on availability of customers stakeholders.

Cost overview

Services

Aktivitet	Cost (EU)	Tid	Sum EU
Uppstart	95	8	760
Setup Demo Environment	95	8	760
Workshop 1	95	10	950
Workshop 2	95	8	760
Tests	95	4	380
Go-live	95	10	950
Coordination	95	10	950
Summa		58	5510

Licenses

- Licensing of Microsoft Dynamics 365 is analyzed separately.
- Microsoft Dynamics Marketing is required:
<https://dynamics.microsoft.com/en-us/marketing/overview/>

Gold
Microsoft
Partner

