

# Dynamics 365 for Sales

Accelerate your digital transformation initiatives to adapt to the changing customer ecosystem, where manual processes and long –standing silos create major organizational impediments to realizing ROI and driving digital growth.

## Business Focused Outcomes



IMPROVED  
EMPLOYEE  
EMPOWERMENT



INCREASED  
ROI



IMPROVED  
OPERATIONAL  
EFFICIENCIES



ACHIEVE  
INDUSTRY  
DIFFERENTIATION

## Approach

- Architectural design with complete catalogue of solution requirements, user stories, epics and as-is processes
- Defined to-be business processes and deployment storyboard
- Code and capabilities that meet user story requirements, including integrations, migrated data & features
- Training materials & key stakeholder training; Documented use cases for solution testing & migrated UAT and final production data
- Support for fully tested and approved solution



What new technology does is create new opportunities to do a job that customers want done

Tim O'Reilly



## SUPERCHARGE YOUR ORGANIZATION FOR SPEED, PRODUCTIVITY & INNOVATION



Retail & Technology

Energy & Utilities



Supply Chain & Logistics



Pharma



Discrete & Process Manufacturers

## Illustrative – Customer Stories

The Cognizant Business Applications Team led a Client through a digital transformation of traditional Sales to a ‘tele-sales’ model by configuring a cloud-based Contact Center solution that included multi country deployments. The key technologies leveraged were Dynamics 365, telephony integration, D365 Portals, and Virtual/Live Agent Chat.

Our Client’s environment contained a mix of email and competitive CRM solutions, each with an associated monthly software fees. Legacy data platform services also needed modernization & synchronization. In addition, training & support were concerns as the Client hired additional employees to take over the operation of their disparate applications. Cognizant’s solution enabled an end-to-end digital storytelling centric process and leveraged the Power Platform to enable the Client to scale their business to contact, sell and service a far greater base of their customers.

For a global manufacturing and services organization, Cognizant designed and developed an integrated Sales and Key Account Management solution. The solutioning included D365 model driven application, low code application development and localization for multi country deployment.