

Case Study

# Integrated Dynamics 365 CRM with SAP

## OVERVIEW

Need for renewal energy has spurred rapid demand for Solar panels all around the world. It becomes imperative for Solar Energy manufacturers to track incoming inquiries all the way leading up to final sale and ensure flawless customer service in order to succeed and gain market share.

Dynamics 365 for Sales and Customer Service helped a renowned Solar Panel manufacturing company to modernize their customer facing applications to get a 360-degree customer centric view and create a collaborative transparent system for their customers, vendors and internal organization.



### Industry

Manufacturing  
(solar Energy)



### Client Location

Ahmedabad,  
Gujarat



### Employees

Over 500  
employees



### Solution Offered

- Dynamics 365 for Sales
- Dynamics 365 for Customers Service
- Dynamics 365 for Customer Portal
- Dynamics 365 for Marketing
- Power BI

## CHALLENGES

With rapid business growth, this business found it difficult to keep up with demand due to lack of streamlined sales and customer service processes. It was a tedious task to manage everything manually causing more errors and delays.

Additionally, with data spread across different systems and excels, mismanagement of information led to loss of untracked opportunities. They wanted to have a system which could seamlessly integrate with their existing SAP ERP system.

## SOLUTION

- Managing and capturing inquiry directly into CRM made it easy to allocated leads to sales team resulting in centralized and uniform process
- Seamless integration with SAP covering areas like sales order, inventory, outstanding thus linking sales and operations and ensure real time data access to decision makers resulting in quicker decision making.
- Ad-hoc reporting with necessary filters in interactive dashboards which also provides 360-degree customer view
- Decision making and performance assessment charts for business management from top to bottom level
- Automatic capturing of customer complaint, customer feedback, claims via customer portal which makes process easy and led to customer satisfaction



## INTECH DIFFERENCE

With the experience of serving customers specially those who have invested in SAP ERP, our team of CRM specialists help businesses streamline their sales and customer service processes. With Power BI, customers get a business dashboard that enables quick decision making. Use of Marketing supports to launching digital campaigns and tracking of ROI.

## ABOUT INTECH SYSTEMS

Intech Systems is a boutique IT services company focused on providing world-class implementation and support services for Microsoft Business Applications. Our whole range of services helps companies in their digital transformation by providing technology solutions, including – Microsoft Dynamics 365, Microsoft Dynamics F&O/AX & BC/NAV, Microsoft Dynamics CRM, Microsoft Azure, Power BI, Power Apps and more. In addition, Intech also offers a range of complementary business.