



## Case Study

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# Speedy Microsoft Dynamics 365 Implementation, Enhanced Sales & Marketing for Next-Gen Digital Enterprise

The client is a leading next-generation organization, focused on delivering digital outcomes for global clients in industries like Energy & Utilities, Transportation & Logistics, Civil Infrastructure, Process & Discrete Manufacturing.



## Business Challenges

- ☑ Newly incorporated organization with evolving business processes
- ☑ Need of an enterprise-wide CRM solution, which could be rapidly deployed and implemented
- ☑ Scalable business processes to help deliver disruptive business outcomes

## LTI Solution

LTI implemented the Microsoft Dynamics 365 solution in a record time of **26 days – the fastest in Asia Pacific region, and one of the fastest across the globe** (considering similar scope and scale).

The integrated capabilities leveraged within this digital transformation initiative were the Sales app, Dynamics **365 Marketing**, Sales AI, LinkedIn Sales Navigator, Customer Service app and FormsPro.

### LTI also provided the client with:

The use of Requirement Management Framework (RMF) was a key success factor, where the artefacts were being reused and enriched to win the client's confidence. LTI had used this framework for other past projects and it turned out as a differentiator in the 'Special 26' project.

Scalable architecture – solution defined and implemented to take care of the client's immediate and long term business challenges.

LTI enhanced the sure-step methodology and provided efficient project governance, which included:

- // Unique reporting with impactful visualizations
- // Daily tracking of data with dashboards
- // Deep connect with all stakeholders for understanding of processes

# Business Benefits



## Enhanced Sales to the next level

Relationship sales

Minimized data entry with minimal and guided business processes

Opportunity cycle comprising of account, contact, competitor tracking

Scoring models to help identify prospects and increase conversions

“Work from anywhere” model with a mobile assistant

Contextual insights that recommended next best actions

Reveal relationship health and risks



## Enhanced Marketing Sales alignment

Identify, prioritize and target accounts

Orchestrate customer journeys

Create campaigns quickly, tracking budgets against actual spends, comparing campaigns

Simplify event management

Request and capture consent – GDPR perspective

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions company helping more than 420 clients succeed in a converging world. With operations in 32 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000+ LTItes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at [www.Ltinfotech.com](http://www.Ltinfotech.com) or follow us at [@LTI\\_Global](https://twitter.com/LTI_Global)

