



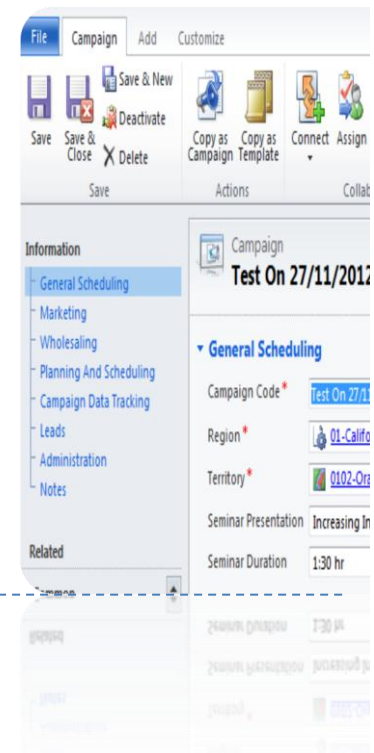
Conference Scheduling Process for Corporate Sector

A Dynamics CRM 2011 Case Study

Executive Summary

Our client, operating in the corporate sector, is a leading service provider of planning seminars and conferences. They also selling specific group of investment products through direct distribution to the public. The basal level of distribution will be through campaigns which are planned and conducted by him at local venues.

Although there are many CRM platform available in the market, our client choose Microsoft Dynamics CRM 2011- widely known as a game changer in CRM world and popular family member in 'Dynamics Family'.



About Our Client

Client: Conference Planning Process provider | *Location:* California, USA |
Industry: Software IT

Business Situation

Our client maintains his conferences schedule in a very casual manner. Normally conferences are conducted on an ad-hoc basis, manually (as needed). Within a year, they ramp the number of sessions to three nights (and lunches) a week for approximately 40 weeks per year in each of four initial Territories/ locations. This equates to over 450 separate conferences Sessions per year. Leads developed through the process needs to be tracked and mined for current and future sales opportunities. Organization and process tracking is critical for the success.

Our Solution & Customer Benefits Details

Our certified Dynamics CRM 2011 developers' team analyzing the client's existing applications, business needs and all possible way to implement the business logic. With our automated solutions to the existing 'Conference Scheduling Process', our client is now manages about 1500 conferences and seminars in every week. Now he is deploy to multiple popular platforms thereby significantly increasing our client's time-to-market and target audience coverage which helps him to create more revenue.

Technologies

Microsoft Dynamics CRM 2011, C#, JavaScript.

→ Download the full version of 'Conference Scheduling Process for Corporate Sector' case study with solutions overview & screenshots here.

→ Learn more about our Dynamics CRM Development services here.



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