



# Maximize Profit with Microsoft Dynamics 365 for Sales

## Problem Statement

The customer was using multiple third-party legacy software to run all its operations. However, the multiple software systems undermined operational efficiency, including customer service, financials, etc. The organization was also struggling majorly due to usage of several systems to meet multiple goals. Also, it led to human errors due to scattered data and complex reports.

In addition, the system was not able to perform well due to limited customization options. This posed various operational challenges and created an inability to optimize processes through manual consolidation. In addition, the complexity of getting analytical reports also created an additional burden on a business to manage its financials.

## The Result

Our customer was able to optimize its business operations in the USA and enhance its customer service through an integrated system. Moreover, it was also able to manage all its financials and other business-critical operations. Microsoft Dynamics worked well for our customer and became a key to opening the doors of success, especially in the competitive North American market, on a single/unified Microsoft platform that provides chart-based and user-wise dashboards.

inoday, an official Microsoft partner, allowed the customer to manage customer data and financials. In addition, it has gained 200% productivity by enhancing customization capability and flexibility to focus on innovation. It also increased its resource allocation and analytics capabilities with sorted and sanitized reports to proactively meet future challenges.

**Location: USA**

## About Customer

Based in Florida, USA, the customer is one of the leading manufacturers of high-quality medical supplies. It is an innovation-driven organization that focuses primarily on the well-being of humans. It works with bio-pharma companies, healthcare providers, governments, etc., to make healthcare more accessible and cost-effective. It has been shaping the direction of healthcare in North America since the early 90s by delivering excellence to everyone.

## inoday—Official Microsoft Solution Partner

After a comprehensive and rigorous evaluation process, our customer chose Microsoft. It worked by migrating workloads from on-prem to Microsoft Cloud which provides 99.99% uptime and limitless scalability. To implement it, the customer also chose Microsoft Partner—inoday after an extensive assessment that involves multiple stakeholders, in-depth vendor comparisons, and detailed technical and financial analysis.

inoday has carefully examined the business model and made a proper roadmap to excellence for customers, especially for its data migration process. Once done, the team followed the industry best practices to migrate and modernize customers' data from on-prem or any other cloud to Microsoft cloud.