



# Streamline Operations with Microsoft Dynamics 365 F&O and Azure

Location: **India**

## Business Scenario:

A leading media company in India was already using Microsoft Azure by hosting their media and administrative data on it.

However, they faced challenges with inefficient resource planning, siloed finance and operations systems, and limited customer engagement solutions. Moreover, the absence of data-driven insights also hindered effective human resource management.

## Solution:

After market evaluation, they chose inoday, a Dynamics 365 Partner, to implement Dynamics 365 Finance and Operations and deploy it on Azure to sync data flow (available/stored on Azure).

This implementation helped business upgrade its finance and operations.

It has increased customer engagement and makes the best of analytics to manage human resources without any hassle.

## Result:

- ➔ **Improved Cost Management:** Streamlined processes and financial data consolidation led to optimized expenditure and improved financial visibility.
- ➔ **Enhanced Customer Services:** 360-degree customer view enables personalized interactions and improved customer satisfaction and loyalty.
- ➔ **Seamless Resource Planning:** Efficient resource allocation, increased productivity, and reduced operational overheads.
- ➔ **Empowering Human Resource Management:** Integrated analytics facilitated data-driven decisions in talent management and skill development.