

## Silicus successfully delivers CRM product to facilitate information management and boost employee productivity

### Focus Areas

<b>Client</b>	Financial Services ISV
<b>Business context</b>	Software Customization and Modernization
<b>Functional</b>	CRM



### Project Highlights

- Customization of the MS Dynamics CRM product for Sales / Operations / Customer Support
- Data Migration from the old system
- User interface enhancement
- End to end business workflow services developed and hosted using COM+
- Configurable and high performance reporting solution
- Scalable and configurable Integration framework was designed to provide platform to the numerous integration modules
- Document generation, maintenance and versioning solution

### Business Value

The upgrade from MS Dynamics CRM 2 to MS Dynamics CRM 3, estimated well over a year ago was delivered on time and on budget. Silicus stuck to the timeframe as well as the budget that was decided during the initial scoping. The MS Dynamics CRM product was the lifeblood of the business unit and the customer was extremely happy with the upgraded UI and increased performance.

### Business Challenge

The client is a provider of financial electronic commerce services and products. The client has a broad range of solutions for powering electronic billing and payment.

The client faced a challenge in order fulfillment and customer support using the existing product. Each department used separate software / policies to maintain data specific to their processes. Employees had to spend enormous amount of time entering the same data in different product modules.

The client wanted a solution that could bring all departments, employees and organizational processes onto a single centralized platform.

### Silicus Services

The product was designed around the existing architecture for MS Dynamics CRM.

Services were delivered in two phases – Data migration, and integration of the new system.

Phase 1 involved understanding the existing system for Sales Data Management and developing a working system with minimal customization. UI enhancement of the web based CRM product was also done.

Phase 2 involved the seamless integration to the downstream systems to eliminate the need of re-keying the data in multiple systems. Silicus leveraged the .Net framework and Service Oriented Architecture concepts. A scalable and configurable Integration Framework was designed to provide platform to the numerous integration modules.

Silicus adopted Rapid Application Development (RAD) with Iterative release cycles for the project execution.

### Technology

Languages - C#

Web Server - IIS

Database - SQL Server

Frameworks - COM+, .net

Tools - Microsoft Message Queuing (MSMQ), Crystal Reports

Architecture - Web Services based Architecture

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