



# zensar

Achieve Enterprise Velocity  
and Customer Focus with  
**Microsoft Dynamics  
365 Services**

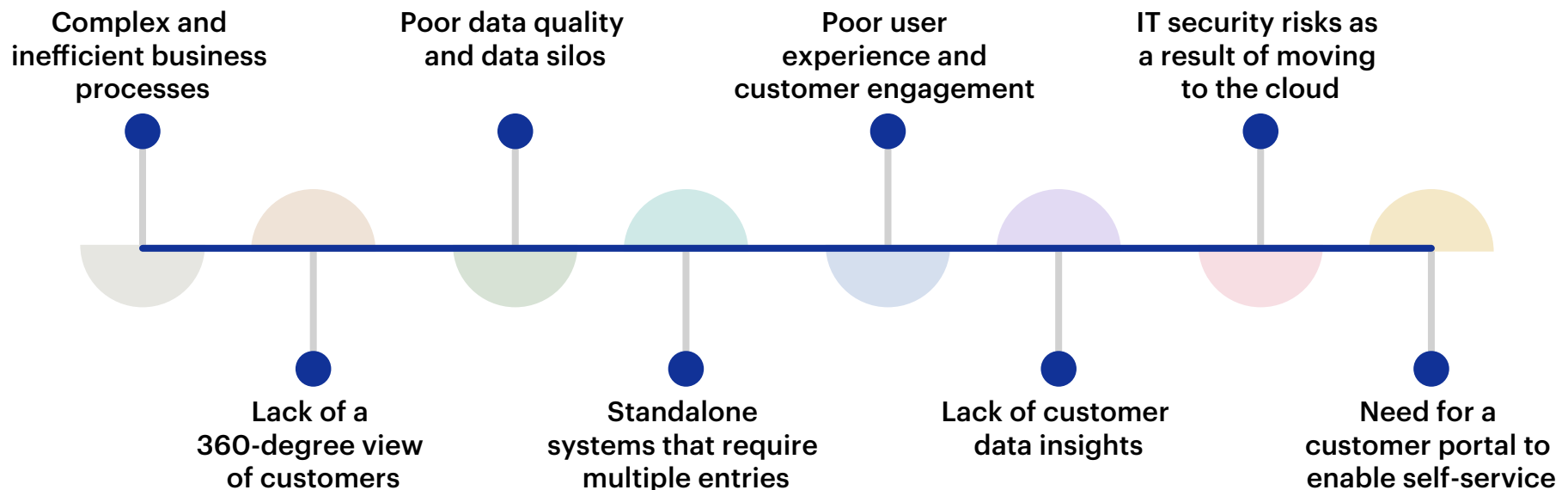
An  **RPG** Company

In today's volatile market, businesses can only differentiate themselves if they seamlessly integrate their back-office and front-end processes to unlock insights to understand and resolve customer pain points.

Existing ERP and CRM systems that have been around for years often present challenges during such transformation. They may not be easily integrable, run host processes that are not easy to use, or support data structures that don't allow speedy analysis.

Modern e-business and SaaS application can address the challenges by making business processes agile and structured. It is time to realize that traditional systems are outdated and costly to run and maintain. Additionally, siloed processes hamper collaboration and efficiency, preventing teams from doing their best.

## Do you encounter these challenges?



## The role of business applications

Digital business applications are crucial to centralizing and integrating systems and managing business functions. These modern solutions improve collaboration between departments and are an excellent intelligence tool for analytics and reporting. They help automate repeatable tasks, integrate and streamline processes, and empower the workforce to get closer to the customers.

At Zensar, we realize that market conditions are rapidly changing, giving you a tiny window to evaluate and adopt the right technologies to unify CRM and ERP functions and refine the customer experience. We bring years of expertise in helping our clients achieve this transformation. We can help you implement and run Microsoft Dynamics 365 to leverage organization-wide data for the best-in-class customer experience.



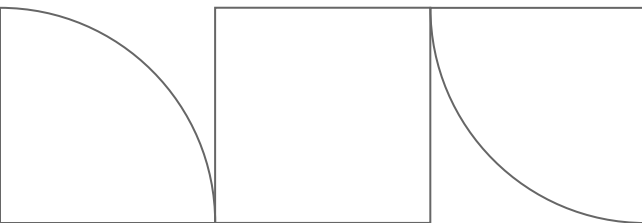
## Why do you need Microsoft Dynamics 365?

Microsoft Dynamics 365 enables easy and quick access to CRM and ERP data by centralizing systems to unify data across the organization. It offers greater visibility into daily operations and predictive scenarios through AI-driven insights and provides a high-quality and consistent approach to optimize resources and improve customer experiences.

Microsoft Dynamics 365 is easy to deploy and completely compatible with Microsoft products, allowing seamless and efficient integration of data and business processes. It has built-in workflow tools and modules, enabling you to automate tasks, customize workflows to help your teams function better, and tailor the platform per your budget.

### Industries that can benefit from Zensar's Microsoft Dynamics 365 services

- ▶ Banking and financial services
- ▶ Insurance
- ▶ Wealth management
- ▶ Manufacturing
- ▶ Chemical
- ▶ Retail
- ▶ Government and non-government organizations
- ▶ Standard agencies



## How Zensar helps you adopt Microsoft Dynamics 365

Zensar's Microsoft Dynamics 365 services leverage Microsoft cloud-based (Azure SaaS) Dynamics 365 Intelligent Business Applications with embedded AI and analytics capabilities, along with the Power Platform solutions, to seamlessly integrate processes and enhance an organization's digital journey experience.

The product management services support customers, data, processes, and teams across multiple Dynamics 365 CRM and ERP product implementation stages. Our product management approach will bring close collaboration and a strong feedback loop between customers, partners, and Microsoft's product engineering team.

Zensar's Dynamics 365 services extend support for customer-facing functions (CRM) and back-office services (ERP). We are well-equipped to continuously strive to increase your delivery capabilities and capacities with our qualified and certified team. Several experienced and skilled Dynamics 365 solution architects will work with you to envision your end-to-end Dynamics 365 solution design.

### We can drive value in the following ways:



**Minimum viable product (MVP)** – lean startup/proof of concept (PoC) solution based on the constrained scope



**Enterprise scale + custom solutions** – tailored and client-oriented Dynamics 365 configuration/customization based on requirements/business changes



**Integration solutions** – service-oriented app/system-level integration/interfacing of Dynamics 365 with third-party systems



**Operation services** – Dynamics 365 application analysis and technical support

## The Zensar advantage

Zensar connects and improves key business processes and enterprise resource planning for greater efficiency and value-added insights.



Connect sales and marketing to enable a resilient and sustainable supply chain



Modernize the service experience with deep, proven expertise



Improve organizational communication by facilitating proactive and responsive communication



Optimize financial and operating models



Accelerate innovation with low code



## What is Zensar's implementation framework for Microsoft Dynamics 365?

Zensar's Dynamics 365 service utilizes the Microsoft FastTrack for Dynamics 365 implementation methodology, helping de-risk projects by identifying and mitigating risks pre-emptively. The FastTrack approach is guided by Success by Design – a proactive practice of identifying technical and non-technical problems before they impact the project. The FastTrack of Dynamics 365 offers best practices, tools, resources, and expert advice to Microsoft partners or directly to

### Microsoft consumers for:

- Timely engagement
- Information sharing
- Time investment
- Communication feedback and survey

### Focus areas of Zensar's Microsoft Dynamics 365 services

#### Microsoft Dynamics 365 customer engagement

- Sales
- Customer service
- Field service
- Marketing

#### Microsoft Dynamics 365 ERP

- Finance
- Supply chain management
- Talent/HR
- Commerce
- Project operations

## What are Zensar's Microsoft Dynamics 365 offerings?

Our portfolio of offerings for Microsoft Dynamics 365 includes the following:



### **Advisory services:**

Reference architecture, platform assessment, roadmap definition, and business case.



### **Implementation services:**

Design and architect, E2E execution, legacy migration, and Hypercare.



### **Migration services:**

Data readiness, data mapping, migration, and data quality.



### **Integration services:**

Integration architecture, data design, monitor and alert, and optimization.



### **Business operations services:**

Ops transformation, run optimization, and global support.



### **Enhancement services:**

Product evaluation, roadmap execution, and design governance.



## Microsoft and Zensar are proud of our clients' successes



### Enhancing operational efficiency for a financial services company

Stepped up our Microsoft Dynamics 365 team skills and capabilities to carry out knowledge transfer, technical impact assessment, and unit testing, leading to enhanced operational efficiency, new service capabilities, and improved overall customer experience.



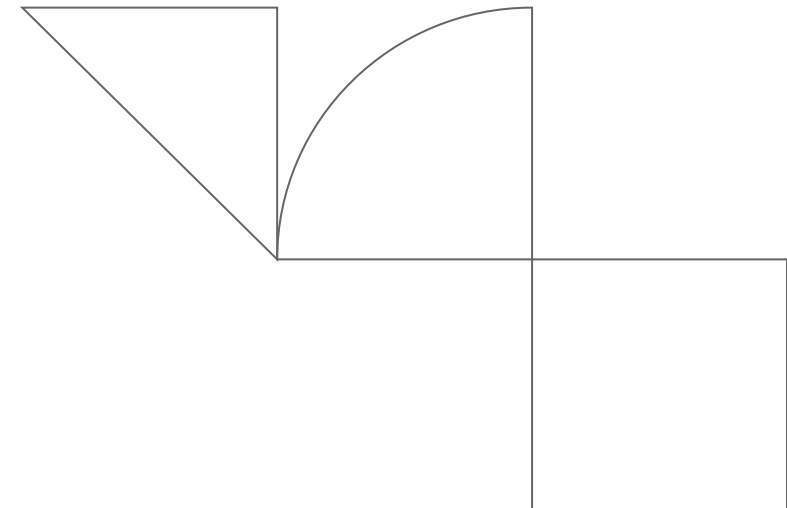
### Amplifying the customer experience for a leading private bank

Migrated the existing on-premise Microsoft CRM system to the Microsoft Dynamics 365 cloud CRM module that helped identify gaps to improve user interface/design, enhance customer experience, and eliminate maintenance costs.



### Strengthening the end-user experience for a global body of surveyors

Effectively used agile methodology and conducted workshops and end-user training sessions up to the CXO level, simplifying complex processes improving end-user experience, and boosting the top line.



## Migrate seamlessly to Microsoft Dynamics 365 with Zensar

Migrating to Microsoft Dynamics 365 may seem tedious and challenging, but it will ease your business processes, deliver actionable insights, and enhance customer delight, rapidly improving your ROI.

If you are interested in migrating to Microsoft Dynamics 365 but are unsure where to start, connect with our experts today.





We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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