

CUSTOMER MANAGEMENT (CRM)

Dynamics 365

HOW CAN TELEFÓNICA TECH HELP?

We support you in improving productivity, control, and efficiency of your organization's internal and external processes with our Microsoft Dynamics 365 service.

The journey to digital acceleration and business growth involves **implementing a global ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) system in the cloud that improves the productivity, control, and efficiency of both the internal and external processes of your organization.**

The challenge is to find a modern solution that effectively optimizes everyday work processes, complies with regulatory standards, and adapts to the growth of your business.

Regardless of the size of your company, customers are the most important assets and appropriate relationship management is the basis for prosperity. **Telefónica Tech**

provides you with a comprehensive solution that offers everything you need in one place: Microsoft Dynamics 365, a set of applications designed to connect your entire company and connect with every customer.

Access the only portfolio of smart business applications to achieve operational excellence and create more engaging customer experiences. This system also offers total flexibility and endless possibilities. You can adapt Dynamics 365 to suit your business and customize the solution with the Microsoft cloud and hundreds of other business and productivity tools you already know.

WHO IS THIS SERVICE FOR?



Small and medium-sized organizations that need a comprehensive solution for business processes (Business Central) **and large companies with more advanced and modular needs** (F&O, Marketing, Sales, Supply Chain, etc.).



Companies with old and obsolete Microsoft ERP and CRM systems such as Navision and Axapta that need to get their systems upgraded.



Companies that want to **take advantage of the potential of the cloud** to have all systems and processes connected, with a **360° vision** of the customer and the business.

OUR VALUE PROPOSITION

Our service

Telefónica Tech's Microsoft Dynamics 365 service provides solutions aimed at improving customer interaction, including the entire sales process (Sales), obtaining a more complete view of the customer (Customer Insights) and making the customer feel supported at all times (Service).

On the other hand, we also offer the customer Microsoft solutions to streamline and improve the productivity of their internal processes: Finance, Operations, Supply Chain, and Human Resources.

As well as intrinsically including all the benefits of the solutions developed by Microsoft, Telefónica Tech supports you from the beginning of the project (Assessment and Strategy) to the Support after Go Live, through the phases of Deployment, Consulting or Training.

What does it allow you to do?

This service will allow you to:

- › **Transform the business model** by streamlining and automating processes and improving customer relationships.
- › Obtain a connected experience for each role in order to deliver **smooth and agile business operations**.
- › **Unify all processes and data** to obtain a complete view of the business and the customer.

Benefits

Resource optimization

Improves productivity, lowers IT costs and improves system performance and uptime.

Streamline financial processes

Improves profitability ratios, increases cash flow, faster book closing, accelerates financial reporting and insights, and optimizes business models.

Improve deal flow

Obtaining a larger opportunity size, improved win-rate, reduced time to close opportunities and optimized salesperson productivity.

Interact with your customer with a 360° vision

Improved marketing efficiency and ROI, higher quality leads, improved sales funnel and increased cross-sell and up-sell opportunities.

Continuous support for your customers

Faster and more contextual support, first contact resolution, improved customer satisfaction and reduced churn rate.

Telefónica Tech's differential value



We analyze your business situation and help you to apply a solid strategy to transform your organization's processes.



We are industry specialists, and we rely on technology. **"Business first, technology last"**.



From comprehensive solutions to small enhancements in tools and processes. We quickly deliver solutions starting with a minimum viable product that covers the basic requirements of the desired functionality and then continue adding capabilities and integrations.

TEAMS & ACHIEVEMENTS

Our team

- › **+350** employees specialized in Microsoft Business Apps.
- › **+2,000** Business Applications certifications.
- › Team in **Spain** with con **+40 certifications** and **+50 years of experience** in Microsoft.

Achievements

- › Microsoft **Designation in Business Apps**.
- › **Microsoft Cloud Designations, awarded to Telefónica in 2023 upon achieving all designations.**
- › Included in Microsoft's Inner Circle (top 1% of most important partners).
- › Microsoft **Partner of the Year** in 2023.

BUSINESS MODEL

Telefónica Tech offers customer support from the pre-project phase to post-deployment support. These services are divided into four main blocks. Each service can be contracted independently, analyzing the proposal case by case and providing the most successful and effective solution for each customer.

- › **Strategy and Assessment**
- › **Consulting and Training**
- › **Delivery of Projects and Services**
- › **Support after Go-Live**

Dynamics 365 licensing, based on Microsoft's New Commerce Experience (NCE) model, allows flexibility of commitment and billing with discounts depending on the model chosen.

RELATED PARTNERS



RELATED SERVICES

Consulting SSPP

We help you in the digital transformation of your business by putting our experience and extensive resources at your disposal to simplify your migration, modernization, and deployment of Cloud resources.



Power Platform

Power Platform is a comprehensive automation platform that includes the following solutions: Power Apps, Power Automate, Power BI, Power Pages and Copilot Studio. Telefónica Tech supports you from the beginning of the project (assessment and strategy) to the support after the go live, passing through the deployment, consulting or training phases.



Cloud Comms

A service to communicate with everyone, easy to use and deploy based on market-leading technologies.



Contact us to start the digital transformation of your organization.

