



Overview – Orient Technologies is a leading hardware and software solutions provider based out of Mumbai with operations in UAE and Canada regions. The company has been regularly growing at a rapid pace year on year and has developed unique brand for itself on basis of solutions and services offered

Situation – The Company required a strong backend system and highly automated front end Sales users applications to support the enormous volume of transactions expected. The backend required to support the inventory transactions, store transfers and financial accounting during day to day operations.

Proposed Solution - MS Dynamics NAV and MS Dynamics CRM application for the complete operations to be managed. The Solution was completely implemented for back office operations by CocoonIT with the complete business process study, functional mapping and development on the MS Dynamics applications

Benefits

- **Improved Productivity**
Complete Process flow mapping has helped in improving the productivity of back end users right from the PO approval to MIS reporting
- **Tracking sales / purchases through Workflows**
Workflow's for Approval at multiple stages and escalations to Managers helping in business improvement
- **Improved Processes**
There is now complete end-to-end visibility into its key business processes
- **Management Dashboard Reporting**
Dashboards have been configured as per Management roles and real time analysis is helping in better view for future business
- **CRM Process Mapping**
The sales process and marketing automation processes were completely mapped with MS Dynamics CRM with business process defined at various stages of transaction execution
- **Integration**
The mapping and execution is in discussions on the integration to be initiated at the NAV Customers to CRM Customers and finalized Quotes in CRM to be pulled in NAV Orders

