



# Microsoft Dynamics 365

## Customer Experience Platform

*Achieve strategic advantage through a comprehensive business application framework*



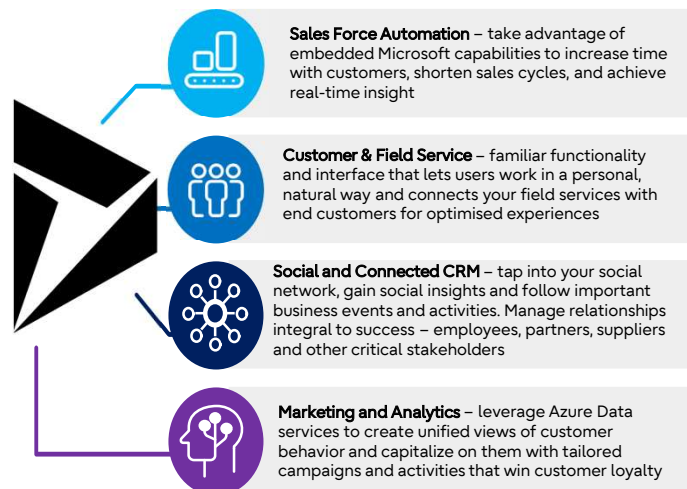
The success of your business relies on the effective management of your organisational data, aligned to a rapidly changing business environment.

Traditional business models use CRM for Sales, Service, and Marketing. However the real power of Dynamics 365 and the Microsoft Customer Experience Platform (D365 CE) comes by integrating these features with other core business requirements. Thus, users are assured that standard business process and level of service is achieved with effective workflow management.

Organisations need a system that can evolve as they do, not a solution that locks its users into following processes dictated by the system.

Fujitsu provides you the highest level of technical knowledge, industry expertise, tools, and training. With our in-depth working knowledge of Dynamics Customer Experience we will work with you to fully understand how to achieve your business strategy goals.

Microsoft Dynamics 365 CE Platform is a solution that meets diverse business problems. At its core, are 5 strategic capabilities:



Efficiency



Business Insight



Agile

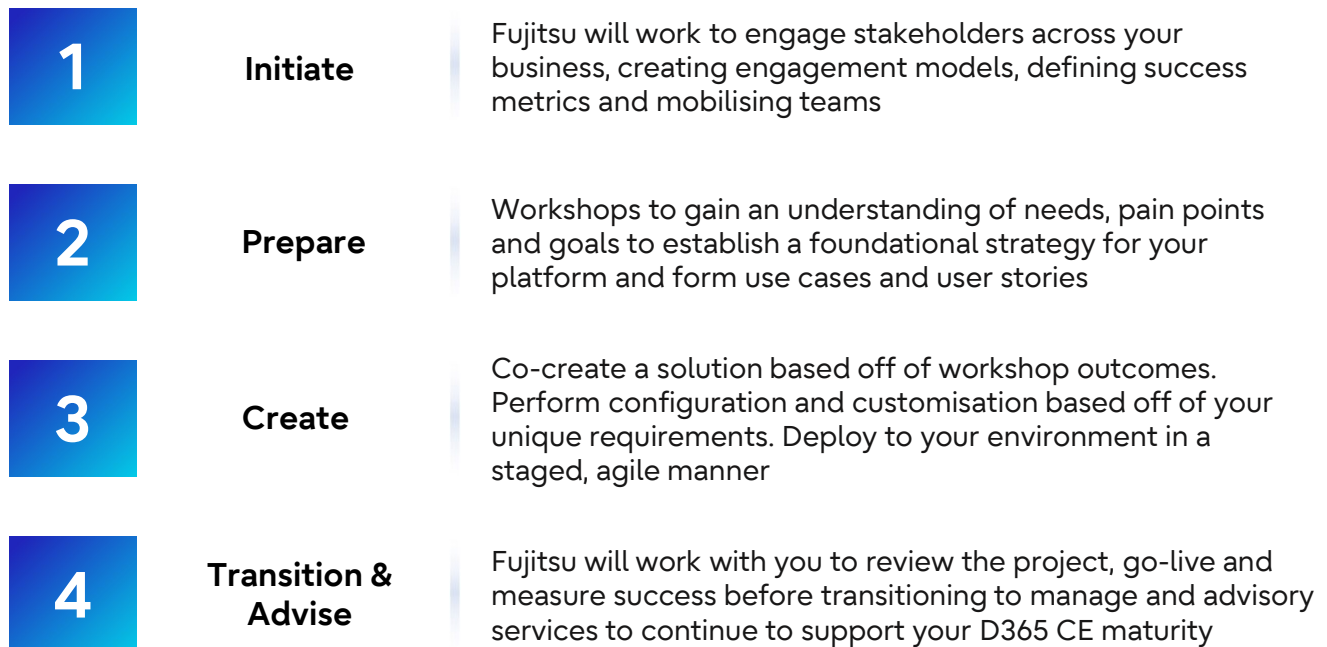
# Microsoft Dynamics Customer Experience Platform

At Fujitsu, we understand that Customer Experience is essential for business success. Some of the challenges you may run into include:

- Legacy CRM systems that run entirely on spreadsheets creating bottlenecks of information and processes
- Difficulty managing disparate, standalone applications and systems
- Limited IT expertise and resources within the organisation to provide critical business applications

## Our Approach

Fujitsu deliver services in an iterative and agile manner, taking customers on a digital transformation journey from nascent to mature. By utilising the SAFe framework, we can help your organisation deliver value faster, providing both technological change and cultural transformation through the following steps:



## Outcomes

- Gain a 360 degree view of your business
- Consolidate diverse and standalone applications
- Discover and deploy the value in customer data across channels
- Meet evolving needs of your business
- Access your data whilst out of the office
- Greater flexibility in delivery
- Deliver comprehensive reporting
- Ensure standardised processes are adhered to and that your business consistently deliver

## Why Fujitsu?

- Microsoft Gold Certified partner
- Extensive breadth of complimentary services such as domain architecture, organisational change management, O/M365 services and automation services that can compliment your Dynamics CE platform experience
- End-to-end service capabilities such as Consulting, Data Migration, Data Cleansing, and Data conversion processes