



Let's Solve

Case Study

Sales CRM Implementation in
EMEA and Latin America Region
for world's largest vertical
transportation system manufacturer



A Larsen & Toubro
Group Company

Client

The client is a US-based company that is the world's largest manufacturer of vertical transportation systems, principally focusing on elevators, moving walkways and escalators.

LTI Solution

- Implement Sales CRM solution in order to –
 - i) Support top line growth
 - ii) Improve agility and effectiveness of the sales teams
 - iii) Enhance customer knowledge and satisfaction
 - iv) Provide unified platform
 - v) Standardize business processes
 - vi) Institutionalize common sales management practices
- Provide mobile application for Sales persons to update their work on the go.
- Tight integrations/data migrations with legacy systems.

LTI Solution

- MS Dynamics CRM online instance with CRM 2016 Update 1 version.
- Standard Dynamics CRM mobile application.
- Dashboards for better Sales forecast management.
- Additional SSRS Reports built for Usage Monitoring and User Account audit-rails
- Scribe tool for data migration from legacy system through the flat file.
- WCF service for opportunity integration with legacy system.

Business Benefits Delivered

- Single CRM Online instance across multiple NORDICS and Latin America countries.
- Contacts, Accounts, Opportunity & Competitors, 360 View data management, Dashboards & Reports.
- Customized Sales forecast management.
- Data migration & integration error handling & reporting.

Technology IP

- MS Dynamic CRM 2016
- Scribe Tool
- .NET, SSRS

Scale

- Users: 700+

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 25,000 LTItes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Lntinfotech.com or follow us at @LTI_Global