



Case Study

Integrated Solution to Speed Business Growth - CRM & GP

Business Challenge

Our client is a leading transportation management firm with a clientele ranging from the small business enterprise to Fortune 100 companies. They are driven with a goal to provide a cost-effective approach for all means of transportation. This approach of theirs helped them acquire substantial number of customers. Year after year their market share expanded.

To maintain its competitive edge, our client wanted to streamline its accounting processes, improve its capability for financial reporting, and strengthen customer service by increasing visibility into its shipping process. Its large customer base and better manage the work processes and customer relationships. They wanted manual processes to automated, so that the workflow is streamlined.

JIVA's Solution

We proposed a solution by implementing Microsoft Dynamics GP and Microsoft Dynamics CRM and integrated these solutions with its freight management system.

We deployed a hosted version of Microsoft Dynamics GP at client's corporate headquarters in Chicago, IL, that connects to the company's business units around the world through the use of Web-based portals. Gaining tighter control of its financials through the use of Microsoft Dynamics GP enabled our client to focus on improving its customer relationship management capabilities.

We deployed Microsoft Dynamics CRM to better connect the sales personnel to the company's day-to-day operations. Now, sales personnel can quickly share customer data with the home office and access real-time information about customer shipments in a variety of ways, including via their Microsoft Office Outlook e-mail client and on their handheld mobile devices.

Business Result

The client has seen dramatic growth in revenue, with annual increases averaging near 20 percent after deploying Microsoft Dynamics GP and Microsoft Dynamics CRM. Productivity has also soared, making it possible to maintain consistent staffing levels while expanding operations around the world. And by streamlining and integrating key business processes, the company has dramatically increased its efficiency.