

## Affiliated Implements Microsoft Dynamics CRM In Record Time Saving Kentrox 30 Percent in IT and Training Costs

### Introduction

Kentrox is an Ohio-based innovator of site monitoring and management solutions for telecommunications service providers who operate large mobile and fixed-line network operations worldwide. With more than 105 employees, the company provides products that help network operators, primarily wireless service providers, reduce operating costs and subscriber churn while increasing revenue opportunities. Kentrox has major operations in the metro areas of Columbus, Ohio, and Hazlet, New Jersey, a direct presence in South Africa, and a strong network of global partnerships.

### The Challenge

Following a merger in late 2007, Kentrox found itself saddled with Salesforce.com, an expensive and under-utilized online customer relationship management (CRM) solution. Completing forms to estimate sales opportunities was a complicated process and sometimes produced inaccurate reports. Worse still, the annual subscription for the online CRM service was very costly to maintain. "We felt there had to be a better way," recalls Kentrox's Craig Main, the Director of IT.

To overcome these challenges, Main began to look into Microsoft® Dynamics® CRM as a replacement to the online service. As a Microsoft shop running Microsoft Dynamics GP (formerly Great Plains) for accounting and Microsoft Outlook for email, the

CRM solution seemed like a natural fit. It had everything Kentrox needed – mature, full-featured sales force automation and marketing solutions, promising more accurate sales reporting, better integration with the back-office – and the price was right. "We will save 30 percent, or more than \$21,000 annually, after the first year," Main says.

### Deadline Looming, Affiliated Comes Onboard

Only one problem: Main needed to complete a full-scale implementation of Microsoft Dynamics CRM – including migration of data from the old service, customization and training of his sales force – within three months, or face paying another quarterly online subscription service fee.

So, Main enlisted Affiliated, a local Columbus, Ohio-based IT consultant and Microsoft Gold Certified Partner, to assist the Kentrox IT team in a smooth but hasty transition to Microsoft Dynamics CRM. "They had the product knowledge, the manpower, and migration experience with much bigger companies than ours," he said. "They proved to be a great choice."

Under the tight deadline, Affiliated implemented Microsoft Dynamics CRM, for 53 licensed seats, in "half the time it would have taken us with our own IT department" and, in the process, saved Kentrox the large subscription fee. Installing a new server hub and

*"In half the time and at an enormous savings, Affiliated helped us transition to Microsoft Dynamics CRM and meet a very tight deadline. They were real pros who made things happen and, importantly, knew the product inside and out."*

*– Craig Main, Director of IT, Kentrox*



### Challenge

A leading innovator in site monitoring and management solutions for telecom service providers wanted to replace its CRM subscription service, with the goal to reduce annual CRM costs and improve reporting capabilities.

### Solution

Replacing Salesforce.com, Affiliated implemented Microsoft® Dynamics® CRM solution, a new server and 45 full-use clients, and provided training for in-house trainers.

### Benefits

Met a tight three-month deadline for the CRM implementation and data migration; improved functionality of reporting, forecasting and other mission-critical applications; lowered overall cost of ownership for IT by leveraging existing Microsoft technology investments; saved upwards of \$100,000 in licensing fees, a subscription fee and training costs over a three-year period.

### Key solutions and services

Microsoft® Dynamics® CRM  
Microsoft Dynamics CRM External Connector  
Scribe Adapter for Microsoft Dynamics CRM



45 full-use clients, Affiliated made it easy for executives to search reports and sales people to complete them and access data through the company's Internet portal. Affiliated then trained Kentrox's IT department how to train the remaining sales force in the specifics of Microsoft Dynamics CRM. "That alone saved us another \$5,000 in training costs," Main says.

## Beyond Cost Savings

Significantly, the investment in the Microsoft Dynamics CRM paid for itself in one year, while providing Kentrox an additional 30 percent savings per year by licensing seats through Microsoft. In total, Main expects to realize a cost savings in upwards of \$100,000 over the next three years.

Microsoft Dynamics CRM also provided Kentrox with improved functionality and better integration with its Microsoft Dynamics GP and email capabilities. For example, the new platform allows smoother ticketing and tech support correspondence with customers. Instead of cutting and pasting trouble tickets in the old email system, the tech support staff simply click-and-send on one screen, making customer interactions easier and faster.

Sales forecasting, lead generation and general reporting has been greatly improved as well. With Microsoft Dynamics CRM in place, reports are much easier to complete and customized to the Kentrox operation, leading to greater participation by the sales team and more accurate reports.

*"Microsoft Dynamics CRM is a very powerful tool for us. We now have the ability to boost sales and customer satisfaction levels through more accurate reporting, and at a cost significantly less than our previous system."*

*- Craig Main, Director of IT, Kentrox*



"From day one, Affiliated has been very responsive to our needs and without their help, we wouldn't have met our deadline," Main says. "They knew Microsoft Dynamics CRM inside and out, which allowed us to leverage our existing Microsoft investments and lower our overall cost of ownership."

## About Affiliated

Affiliated helps growing and mid-market organizations identify, evaluate and implement technological solutions to improve operational efficiency or increase revenue. Since 1993, Affiliated has assisted hundreds of organizations across many industries to extract greater value from new and existing technology and resources. Affiliated is a 2007 and 2008 Microsoft U.S. Central Region Partner of the Year in Customer Satisfaction and Business Transformation, respectively.

**Learn more about how Affiliated can benefit your business.**

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