

CRM in the cloud



Accenture's new system is a cloud-based SaaS solution provided by Avanade Online Services.

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 176,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

Business Situation

Accenture is a global management consulting, technology services and outsourcing company. It employs 177,000 people in 52 countries. The company wanted to improve client account management. It sought to join up sales and marketing activity, particularly in the Health & Public Services (H&PS) division. Customer relationship management (CRM) software promised to help. But, like any business contemplating a CRM deployment, H&PS wanted to ensure:

- **Rapid implementation:** The requirement was already there. A solution was needed as soon as possible. Waiting months was not an option.
- **Flexibility:** H&PS wanted to be able to customise the CRM software. Not just at the beginning, but during its entire lifecycle. Without a big bill for each revision.
- **Cloud computing & Software as a Service:** The firm didn't want the extra overheads that come from installing on-premise servers and infrastructure. Instead, it wanted a fully managed, supported and hosted SaaS solution.
- **Affordability:** CRM software has a reputation for being very expensive to buy and own regarding the costs related to licences, maintenance, training and infrastructure. H&PS wanted a CRM solution that brought a quick Return On Investment and a low, predictable Total Cost of Ownership.

The Solution

Founded by Accenture and Microsoft, Avanade, a business technology services provider, was selected to implement the CRM solution at Accenture. They opted to leverage the delivery capability found in Avanade Online Services (AOS), an end-to-end Software as a Service (SaaS) platform that includes Microsoft Dynamics CRM solutions.

As a joint venture partner in Avanade, Accenture turned to Avanade Online Services (AOS), an end-to-end Software as a Service (SaaS) platform that includes Microsoft Dynamics CRM solutions. "By using AOS, we were up and running in 12 weeks," says Mark Lyons – Managing Director, Health & Public Services, Accenture UK&I.

By using AOS, H&PS deployed Dynamics CRM even faster because it didn't have to buy, install and configure the hardware infrastructure in-house. It runs in an Avanade data centre in the UK. Avanade's experience with end-to-end delivery of Dynamics CRM also helped accelerate deployment.

There's no point deploying a CRM system if users find it difficult to use or try to avoid it. Users access Dynamics CRM through their familiar Microsoft Outlook interface or via a rich web interface. "It is intuitive and easy to understand; user adoption is quick and when used through Outlook this is improved even further," explains Mark Lyons.

Results

The main business benefit is that H&PS's client account, sales, and marketing teams all collaborate through Dynamics CRM. Everyone has access to the same information, providing a single view of H&PS's activities across its clients

What distinguishes H&PS's new system is that it is a cloud-based SaaS solution provided by Avanade Online Services. This offers several benefits:

- H&PS was up and running quickly with frequent iterative product releases planned.
- Fixed and predictable costs; based on a per-user, per-month subscriptionbased fee.
- No capital spending required because there's no hardware to buy and install.
- 24x7x365 application & service support included in the fee.
- Rapid uptake among staff requiring little training, thanks to a familiar user interface.
- Enhanced capability, thanks to Avanade's unique, proprietary extensions to Dynamics CRM.

"With Avanade Online Services, we have a scalable, fully supported, tailored CRM solution, for one predictable cost per month."

Mark Lyons – Managing Director, Health & Public Services, Accenture UK&I.



About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade's services and solutions help improve performance, productivity and sales for organizations in all industries. Additional information can be found at www.avanade.com.

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Americas

Seattle
Phone +1 206 239 5600
America@avanade.com

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Asia-Pacific

Singapore
Phone +65 3694 7888
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com