

## | About Suyati

Suyati is a fast-growing digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: [www.suyati.com](http://www.suyati.com)

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## | Case Study

Education company in the US boosts savings and efficiency by upgrading their **MS Dynamics platform**



## | Executive Summary

A leading American Online Education company wanted to upgrade their MS dynamics platform to save on hardware and maintenance costs. The client engaged Suyati as the Microsoft expert to deploy the MS Dynamics CRM online solution. With the new solution, the client is now witnessing cost savings and improved CRM performance.

## CLIENT DESCRIPTION



A US based online university, identified as a trailblazer in providing affordable online degree programs and developing software systems that delivers comprehensive solution to their customers using the power of advanced technologies.

## BUSINESS PROBLEM

With more customizations added to the CRM system, and data and log sizes growing exponentially, the client's IT team had to spend time and money in increasing the server configurations, which improved the CRM performance, but without any additional feature benefits. Moreover, most of the crucial features that they wanted was offered only on the cloud version. The client thus approached Suyati to move their CRM from on- premise to online. The major challenge here was to accomplish successful migration of CRM data to the cloud without compromising on accessibility, usability and performance.

## SUYATI APPROACH

Suyati delivered end to end migration services for the client which included evaluation, planning and implementation of Microsoft Dynamics CRM on premise to online migrations:

- ❖ Evaluating migration feasibility and technical and functional challenges.
- ❖ Gathering cloud migrations requirements and framing strategy
- ❖ Evaluation of migration of CRM data using Scribe, third party or custom applications
- ❖ Post migration activities for performance improvement and maintenance

## TECHNOLOGY LANDSCAPE



Dynamics 365 On premise:  
Migration Source



Scribe Insight:  
Migration Tool



Dynamics 365 On premise:  
Migration Target



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## SUYATI SOLUTIONS

The Suyati team started with migrating Dynamics CRM 2016 On premise to Dynamics 365 On premise, and then towards D365 on-cloud. Customizations were migrated via default solution export import methodology, whereas Data migration was a challenge as there were no proven tools prescribed by Microsoft themselves. Scribe Insight was used to migrate D365 On premise data to D365 On cloud.

## BUSINESS OUTCOMES



Reduced maintenance  
and infrastructure costs



Improved ROI

## FUTURE PLANS

The team is working on a POC for the client in the area of NLP based **Chatbots (Mekbot)** and **ML based Lead Ranking and MELT Prediction engines.**