



CASE
STUDY

**Biotechnology
Company Implements
Mobility to Centralize
Online Sales &
Collaboration**

CUSTOMER PROFILE

The company is headquartered in Nicholasville, Kentucky, with operations in animal feed, meat, brewing, and distilling. The company has bioscience centres in the US, Ireland and China, and with offices and distributors in more than 128 countries.

The company develops agricultural products for use in both livestock and crop farming, as well as products for the food industry. The company operates under three main divisions: animal nutrition and health; crop science; and, food and beverage.

BUSINESS CHALLENGE

The client's organization was spread across multiple geographies with its network of operations spanning in more than 128 countries.

Considering such extensive network it was imperative to have a centralized online sales portal as an information system which would showcase right information at right time of their sales position worldwide. Such information was vital to management to enhance their decision making ability.

The client had very unique business requirements that were not supported with the standard, out of the box features of MS Dynamics AX Enterprise Portal.

The client wanted a much simpler, narrowed down portal as a mobility solution for their global sales and marketing teams. They primarily wanted the enterprise portal to function on iPhones, iPads, and Android devices.



CASE STUDY

Biotechnology Company Implements Mobility to Centralize Online Sales & Collaboration

SOLUTION

The key objective of the SMART Enterprise Portal was to provide customized functionalities to the end users i.e. sales teams, office managers, across various countries.

The portal would enable maintenance and retrieval of critical information to help perform the daily tasks.

NDS Global team carried an Enterprise Architecture Assessment for the below requirements to be made available:

- Sales Order Changes for the Standard Enterprise Portal
- Customized Enterprise Portal
- Customized Reports

The major highlights of the solution were that the portals were used by office managers to maintain information about accounts, contracts, and activities, and to generate the required daily business reports.

The sales teams are now able to log leads, opportunities, and associated activities using iPads, and smart phones using the solution.

The application was delivered using MS Dynamics AX and Windows SharePoint Services with the SharePoint sites setup in IIS.

Sales performance module acted as a container application where sales performance related information could be obtained from a centralized location.

The weekly reports pulled information from data input from marketing and sales personnel through custom SharePoint development enabled interface. This enabled management to analyze even the minute information and work quickly to identify key opportunities and trends.

BENEFITS

The portal solution developed by NDS Global improved the business productivity by over 30%, by allowing sales teams to access accurate information efficiently and just-in-time.

The organization also managed to reduce TCO for their ERP solutions by the customized portal developed.

The client experienced the below benefits by implementing the online sales portal based on custom SharePoint development:

- Bird eye view to management on its sales and marketing information
- Accessibility and visibility of information among regional sales and marketing team
- Integrity of information for better decision making
- Improved Sales and forecasting for delivery
- Reduced operational cost
- Increased team productivity

TECHNOLOGY



ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

NDS Global helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies.

Our solutions span across Microsoft Project Online, Microsoft CRM Online, Microsoft SharePoint Online, Office 365, Dynamics 365, Microsoft Dynamics AX, PowerBI & Azure.

Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.



SCHEDULE A DEMO / WORKSHOP

solutions@ndsglobal.com

USA

+1-352-840-9593

INDIA

+91-22-41293100

USA

512 East Silver Springs Blvd.,
Ocala, Florida 34470
usa@ndsglobal.com

INDIA

MBC IT Park, 8th Floor,
Kasarvadavli, Thane,
Maharashtra 400615
india@ndsglobal.com



CLOUD



MOBILITY



OFFICE 365



AZURE

Microsoft Partner

Gold Collaboration and Content
Gold Application Development
Gold Enterprise Resource Planning
Gold Data Platform
Gold Project and Portfolio Management

