



Symphony successfully deployed a customized contact center solution for a leading UAE-based bottled water producer by integrating third-party IP telephony platform with MS Dynamics CRM without lot of cost and complexity.

The Client

The client is a leading producer of pure, natural mineral water in the UAE. Their brand has been holding the market leadership for the past two decades and has become a generic name for mineral and bottled water in the entire Gulf region.

The Challenges

They had set-up an extremely strong and wide distribution network to deliver consistently to dynamic market requirements. They needed a better way to serve their retail and home customers. They also wanted to manage and analyze their sales force and customer service performance, manage promotional offers and increase sales while gaining valuable insight into its business data.

Being a SMB, the client looked to deploy a low cost and less complex communication network with Customer Relationship Management application.

The Solution

As a strategic partner to the client, Symphony's role was end-to-end involvement in hardware sizing, custom development and deployment. Symphony's solution to the client included designing an integrated IP Telephony solution that could be implemented quickly yet offer scalability. Symphony leveraged the open architecture of Microsoft Dynamics CRM to integrate IP Telephony platform. Using Microsoft .NET framework Symphony developed a custom code to integrate Avaya IP Telephony with Microsoft Dynamics CRM.

Microsoft CRM provided a scalable front-office solution incorporating many technologies. MS SQL Server 2000 provided a scalable and reliable

Custom Development, Integration & Implementation

Platform

Microsoft Dynamics CRM,
Avaya IP Telephony platform

Industry / Domain

Manufacturing – FMCG

Key points

- Project duration – 4 months
- Ramp Up Time from SOW sign off – immediate
- Peak Team Size – 7
- Engagement model: Fixed cost
- SDLC: Agile

Technology and Tools Used

- MS CRM 4.0, web service
- .NET 2.0
- Database – MS SQL 2000/2005
- IDE – Visual Studio.NET 2005
- Avaya IP Telephony

Major Product Features

The Call Center solution

- Had tremendous ability to increase customer base and increase revenue
- Created opportunity to build strong community of customers and work closely
- Helped achieve optimal sales force performance and customer service performance
- Can be deployed with ease and required minimal training for end-users



platform for managing vital customer information. Microsoft Exchange server receives, sends, and tracks incoming and outgoing emails. The Active Directory service provided tight security, management and support of user profiles, roles and privileges.

The Avaya IP Telephony communicates with Microsoft Dynamics CRM via Microsoft CRM web service API. The seamless integration of Avaya IP Telephony with Microsoft Dynamics CRM was achieved by embedding its user interface and providing the ability to directly navigate users to specific records in the Microsoft Dynamics CRM application from IP Telephony application.

Further, developing custom APIs helped to connect to Oracle Financials for back-end processing.

The Benefits

Symphony's strong Product Engineering skills and Microsoft Dynamics CRM expertise helped bring in the following benefits to the client:

- Helped achieve low cost and less complex integrated Call Center solution with Microsoft Dynamics CRM
- Helped reduce development cost / time