Absfront Easy - Marketing

Summary

Identified needs

- The need for an extensive marketing solution including user setup, foundational and advanced training, GDPR compliance, and data migration
- Improved productivity by meeting end-users' needs that incorporates AI when necessary.

Proposed Solution

- A comprehensive solution that centralizes 360-degree view business data, enabling visualization through both traditional BI tools and a range of AI-driven options.
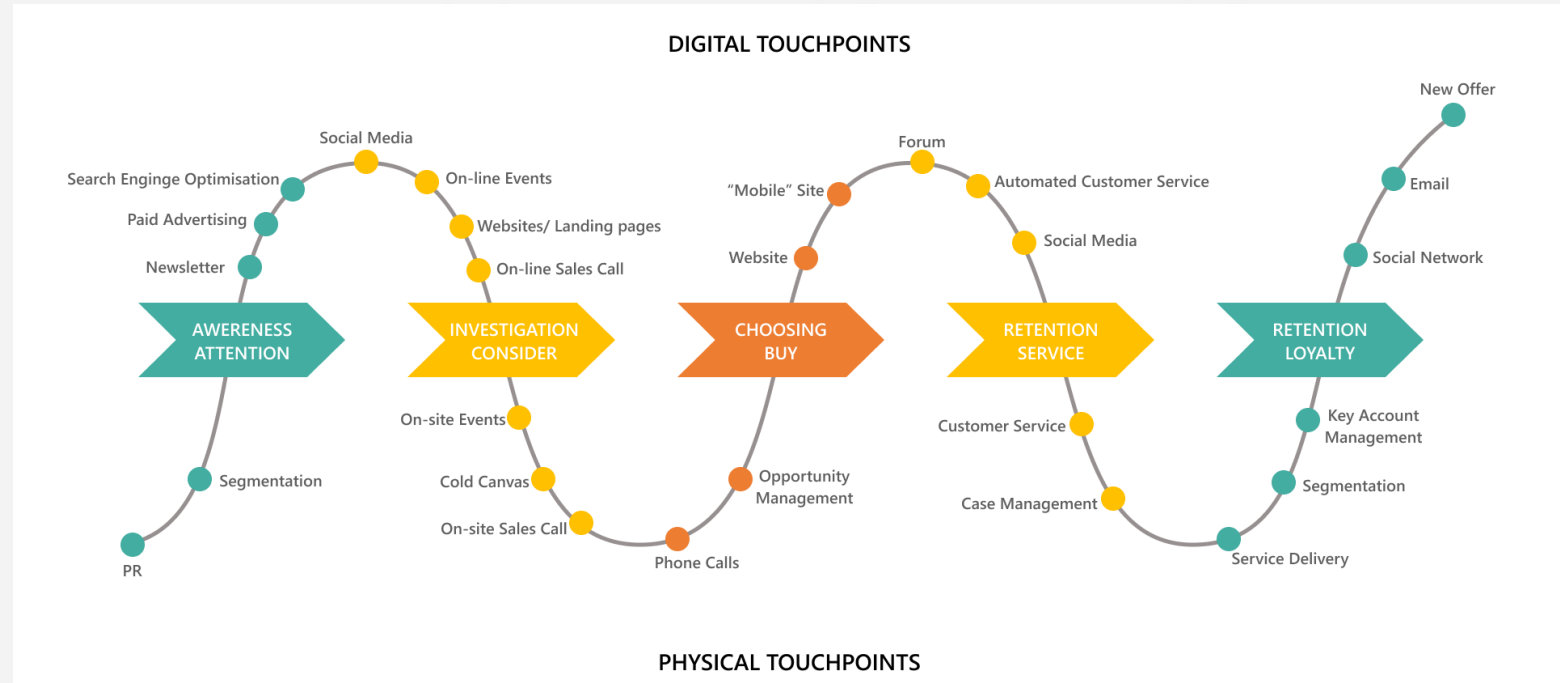
Expected Results

- Increased proactivity and informed decision-making by accessing critical information seamlessly.
- Enhanced business processes aligned with industry standards, fostering successful customer acquisition and growth.

Solution that supports the customer journey

- Absfront Easy-projects serves as the initial step to connect your customer journeys.
- You have the flexibility to select both the starting point and approach within the journey to maximize the benefits.
- The Microsoft Dynamics 365 platform is an integrated solution that allows you to choose when to apply apps for Marketing, Sales and Service.
- The Absfront Accelerator 365 add-on ensures that you have the industry´s best practices implemented from day one.

DIGITAL TOUCHPOINTS

New Offer

Social Media
Forum
Search Enginge Optimisation
On-line Events
"Mobile" Site
Automated Customer Service
Email
Paid Advertising
Websites/ Landing pages
Website
Social Media
Social Network
Newsletter
On-line Sales Call

| AWERENESS ATTENTION | INVESTIGATION CONSIDER | CHOOSING BUY | RETENTION SERVICE | RETENTION LOYALTY |

On-site Events
Customer Service
Key Account Management
Cold Canvas
Opportunity Management
Segmentation
Segmentation
On-site Sales Call
Case Management
PR
Phone Calls
Service Delivery

PHYSICAL TOUCHPOINTS

What is Absfront Easy?

Maximizes Business Benefits

Initial focus on the business benefits for the end-user and organization.

Maximizes the use of standard functionality to meet business needs.

Practically verifies that solution meets business needs using Pilot-approach.

Fast and cost-efficient

Quick start using Pilot.

The organization gets the knowledge up-front on how to maximize the benefits from the solution.

Absfront Accelerator 365 adds "ready-to-go" configurations from the start.

Reduces risks

A project that doesn't get stuck into details of costs and time.

Utilizes proven implementation approach from Microsoft (Success by design) to manage costs and time.

The customer is in control of project execution.

Absfront Easy is built on 18+ years of experience from successful CRM-implementations for both small and large businesses.
With this approach you as a customer get a good understanding on how to maximize the benefits with Microsoft Dynamics 365 from the start with the possibilities to add configurations/customizations when future needs are identified.

1. Project start

- **Detailed and joint time planning of activities**
- Project Owner Customer, Absfront Delivery Responsible

A guided and interactive approach!

(below visualizes is a Large Easy-project for Marketing. Easy Sales/Service focuses on configurations and analysis of business needs instead of different in-depth trainings)

2. Basic Installation

- **Installation of apps & add-on incl user and license setup**
- Project Owner Customer, Absfront Delivery Responsible

3. Basic Training

- **Training in Dynamics 365 marketing**
- Project Owner & Project Team Customer, Absfront Functional Consultant

4. E-mail Marketing

- **Users are trained in E-mail marketing features, and related automation.**
- Project Owner, Absfront Deilivery Responsible & Functional Consultant

7. Basic Migrations

- **Migration of Accounts & Contacts from Excel**
- Project Owner Customer, Absfront Functional Consultant

6. Workshop

- **Workshop to support GDPR, consent management etc.**
- Project Owner Customer, Absfront Delivery Responsible & Functional Consultant

5. Web & automation

- **Users are trained in marketing pages, forms and Event Management. Also, in extended automation.**
- Project Owner Customer, Absfront Deilivery Responsible & Functional Consultant

8. Go-live

- Go-live meeting and possible update of settings etc
- Project Owner Customer, Absfront Delivery Responsible

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Marketing	Easy - Small	Easy- Medium	Easy – Large
Basic Installation Basic installation of D365 in existing Microsoft 365 environment with users basic Marketing settings	☑	☑	☑
Basic Training Basic training in D365 to understand both core usage as well as understand the capabilities of Microsoft Dynamics 365 Marketing	☑	☑	☑
E-mail Marketing – Next step Users trained in all features in E-mail marketing with related basic automation		☑	☑
Web – Next step Marketing pages and forms and basic Event Management		☑	☑
Automation More extended automation using both E-mail, forms etc		☑	☑
Workshop – GDPR and Masterdata Workshop to support basic consent management, gdpr etc.			☑
Basic Migration Accounts and Contacts imported from Excel into Dynamics 365.			☑
Est cost	2 500 EUR	6 400 EUR	8 800 EUR

Absfront Easy – Get started

1

Choose app/process

- Marketing
- Sales or
- Service

2

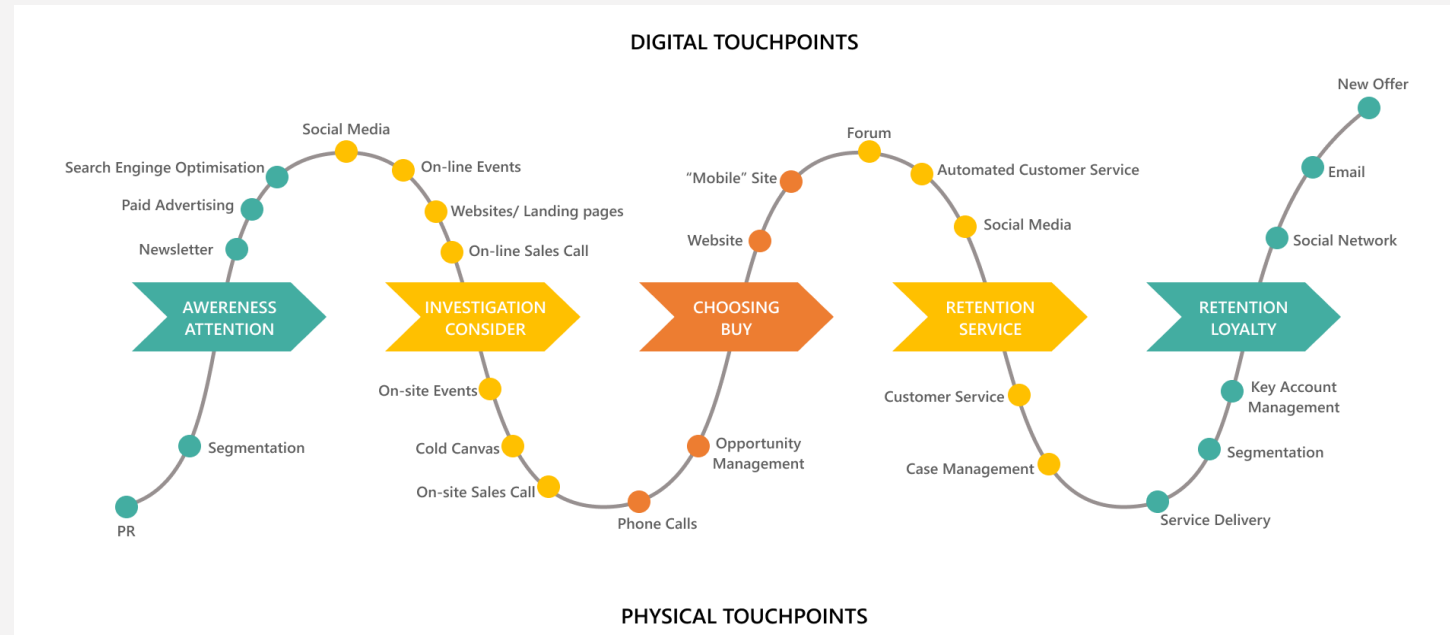**Choose initial ambition and business need**

- Small
- Medium
- Large

3

After initial Go-live

- Ad hoc support
- Quick Sprints
- Expert consultant
- Absfront Easy for another app/process

1 Choose application

DIGITAL TOUCHPOINTS

- Social Media
- Search Enginge Optimisation
- Paid Advertising
- Newsletter
- On-line Events
- Websites/ Landing pages
- On-line Sales Call
- New Offer
- Email
- Social Network
- Forum
- "Mobile" Site
- Website
- Automated Customer Service
- Social Media

| AWERENESS ATTENTION | INVESTIGATION CONSIDER | CHOOSING BUY | RETENTION SERVICE | RETENTION LOYALTY |

- Segmentation
- PR
- On-site Events
- Cold Canvas
- On-site Sales Call
- Opportunity Management
- Phone Calls
- Customer Service
- Case Management
- Key Account Management
- Segmentation
- Service Delivery

PHYSICAL TOUCHPOINTS

MARKETING
- Establish a digital marketing channel based on your needs.
- Identify new customers
- Nurture existing customer in cross/upsell activities.

SALES
- Establish a best practice sales processes to secure customer relationships.
- Reduce sales admin and give salespeople better insights in how to improve success.

SERVICE
- Ensure customer retention by providing service across various channels and utilizing multiple tools.
- 100% understanding of customer satisfaction and future needs.

absfront EASY

Business Benefits	Easy - Small	Easy- Medium	Easy – Large
Reduced Admin Since all customer information is housed within a unified solution integrated with daily business applications, and can seamlessly exchange data with other solutions, the necessity for manual input by end-users is minimized.	☑	☑	☑
Reduced Risk Consolidating all business information into a user-friendly solution significantly reduces the risk of losing crucial customer data.	☑	☑	☑
Improved Productivity A solution tailored to the needs of end users, incorporating an adaptable end-user experience and integrating AI when necessary.		☑	☑
Improved Business Processes A tailored solution aligned with your industry needs enhances the capability to effectively acquire new customers while also nurturing and expanding the existing customer base through the application of best practices.		☑	☑
Increased Pro-activity Getting all (360-degree view) business-critical information into one accessible platform, allowing for seamless visualization through both traditional Business Intelligence methods and various AI options.			☑

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General commercial conditions

Absfront should be the licensing partner and/or Partner of Record for all licenses used within the implementation.

All pricing excl VAT.

Occurred time in the project will be invoiced in the end of each calendar month with 30 days due with a detailed time report attached.

All results (customizations, documentation etc) that have been developed within the project are owned by the customer.

No additional costs like travel will be charged without agreed with the customer.

Microsoft Catalyst Program - option

Absfront is certified according to the Microsoft Catalyst Program which gives the possibility to seek funding for the initial part of the project to gain knowledge, understand solution vision and fit-gap to your specific needs. In general Microsoft may fund up to 10% of the initial 12 months license value.

https://dynamics.microsoft.com/en-us/microsoft-catalyst/

Your business transformation starts with an I.D.E.A.

Inspire

Start by finding the transformation strategy that's right for you. Define and prioritize your strategy using development activities, then foster ideation and drive decision making with an envisioning workshop.

Design

Next, build a compelling case for change by discussing business and technological impact. During this, you'll quantify the ROI and financial benefits that include revenue growth, cost savings, and employee efficiencies.

Empower

Help others across your organization see the value in your business transformation story by creating visual assets and immersive experiences—promoting buy-in and getting alignment on commitments.

Achieve

In this final stage, go from envisioning to execution. Bring in the resources you need to execute your strategy and carry out your business transformation across departments—and then measure its success.

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