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## What is Microsoft Dynamics 365?

Dynamics 365 is a cloud-based application that brings together all of the required software functionality needed to successfully manage and monitor practically every form of business operations. No matter what your industry, Dynamics 365 can bring new efficiencies and benefits to the way you work.

## What solutions does Dynamics 365 offer?

The scope for using Dynamics 365 is practically unlimited, but there are two broad uses to consider:

### **Customer Relationship Management System (CRM)**

*A CRM system enables organisations to communicate more effectively with prospects, customers or recruitment candidates. A well-structured CRM, adopted in the right way, enhances the effectiveness of sales and marketing activities, improves organisational processes, and helps an organisation to grow.*

### **Enterprise Resource Planning system (ERP)**

*An ERP solution integrates with and helps manage finance, supply chain, operations, reporting and HR activities. It can be the central nervous system of your organisation, coordinating all aspects of business and ensuring they all move together in the right direction.*

## Dynamics 365 with Akita

Akita offers a range of Dynamics 365 services including:

- **Consultancy**
- **Development**
- **Customisation**
- **Migrations & integrations**
- **Project management**
- **Support & licensing**

To discuss your requirements or arrange a demo, get in touch.

## Dynamics 365 Solutions

Microsoft Dynamics 365 has a range of applications for business:

- **Operations** - Track all areas of your business more effectively.
- **Sales** - Improve conversion rates and reduce the length of sales cycles.
- **Marketing** - Track engagement across all channels and increase lead conversion.
- **Finance** - Get more insight into your numbers and automate processes such as invoicing.
- **Customer Services** - Build customer loyalty through offering better, smarter service.
- **Field Services** - Manage resources more effectively and keep customers happy.
- **Project Management** - Manage all aspects of projects and ensure they come in on time and budget.

For more information visit: [Dynamics.akita.co.uk](http://Dynamics.akita.co.uk)