

# Concept Study Dynamics 365 Marketing

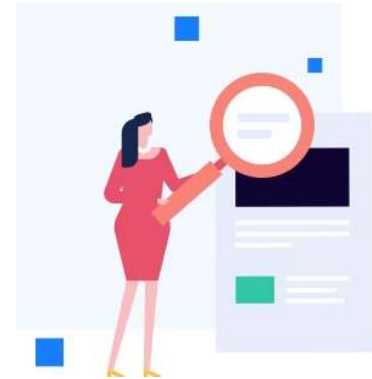
ConXioN  
The new style of IT

Map your customer journey with Dynamics 365 Marketing

## WHAT

Would you like to **get more out of your marketing process**, for example through **AI analytics** and a **personal approach** to the customer? Dynamics 365 Marketing will help you do exactly that!

In this concept study we focus on the **customer journey** within your organization. We map out the **current workflow** for your marketing activities and look for the matching solution.



During such a concept study, ConXioN conducts a thorough conversation with the project team, which usually consists of a few managers and key employees. Our consultants find out the **current situation** (AS IS) for each type of end user and think along with you about how it can be optimized to the **desired future situation** (TO BE). We map both the **strategic vision and functional needs** and get a good picture of the organization and the process. In addition, we also carry out a **technical analysis**: which solution best fits this overall picture and the expectations of you as a customer?

## Key points



Analysis of the AS IS/TO BE situations



First check the needs, then solution



Functional, technical and organizational



For every type of user

## WHY

Usually, the best technical solution or a ready-made solution is not enough. As an employee and as an organization, you also need a **solution that fits like a glove**. That is why, from the onset, we focus on the **end user** and on **change management**: a solution the end user does not use is just a waste of your time and money.



Hence **the importance** of this concept study. The thorough preliminary investigation prevents bad investments, and the result makes it possible to make the right decision.

## 5 benefits



Tailor-made solution



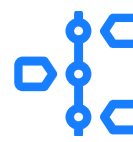
Focus on the end user



Control over budget



Detailed assessment



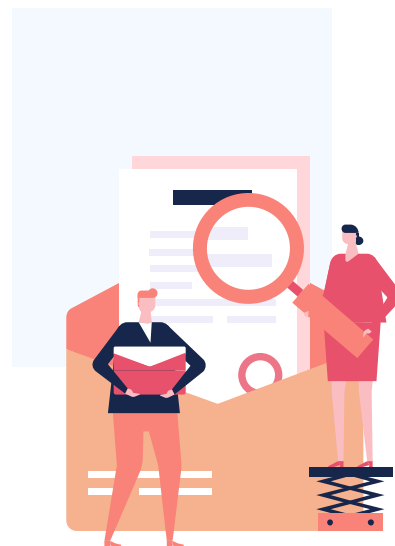
Clear roadmap



## HOW

During the concept study, we will investigate how to close the gap between the AS IS and the TO BE situations. We start out with the functional and technical requirements. Based on the requirements, we propose a fitting solution, including a **detailed quote and roadmap**.

We take as much account as possible of the end users and their possible resistance to the proposed changes. That is why this concept study also includes an **adoption workshop** in which we discuss how the communication, documentation, training and support of the end users is best done in your organization. This **adoption plan** is also included in our proposal.



## Deliverables



Analysis of the AS IS/TO BE situations



Adoption workshop



Quotation with description of the concrete solution with budget and timing based on the information collected and the results of the concept study



Demo Dynamics 365 Marketing

## Contact us

for more information.



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