

# BUILD A BUSINESS CASE AND ROAD MAP

Understand the benefits of investing in Microsoft Dynamics CRM systems and how to get the best return on your investment.



All Microsoft Dynamics CRM projects have the best chance of success, providing you have the right fundamentals in place.

These days most companies are being pushed to automate and install and implement IT systems with an approach that focuses on what the technology can do without looking at why it's needed in the first place and whether it's going to generate a Return on Investment.

The solution to this is to develop a robust strategy and develop a strong business case for any technology implementation project.

Below are some of the key questions that you need to ask before you get to the point of purchasing any IT system – even those that are out of a box.

- **Will the system give you operational efficiencies?**
- **Will it reduce cost bases?**
- **Will it generate ROI?**
- **Will it reduce your IT maintenance costs?**
- **How will it help your business to grow?**

But perhaps the most important question of all is getting right back to basics and asking: what are the reasons for doing this?

At Crimson, we don't sell IT out of a box. Our dedicated experts work in partnership with you to implement systems that align with your business strategy and its operations. We achieve this by understanding what makes your business tick, what business models you have in place, and what business processes you use to support this.

## WHO SHOULD ATTEND?

We recommend sales, marketing and/or customer service leaders attend this workshop. Attendees will want to understand the benefits of investing in Microsoft Dynamics CRM systems, how to develop a robust business case and get the best possible return on their investment.

Attend our half-day workshop and hear first-hand from Crimson's Microsoft Dynamics CRM consultants about the ins and outs of generic CRM systems, including the benefits of investing in them, the return on investment they can deliver, how they can boost revenue and how to develop a strong business case for them.



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## THE WORKSHOP WILL:

HELP YOU TO UNDERSTAND	ENABLE YOU TO	PROVIDE YOU WITH
<p>The advantages of investing in Microsoft Dynamics CRM systems</p> <p>Some of the generic systems that currently exist and the results that can be achieved</p> <p>How to increase your revenue by using your resources more efficiently</p> <p>The implications of the General Data Protection Regulation (GDPR) legislation, which will come into force from May 25, 2018, and how to make sure you maintain compliance</p>	<p>Build your business case - what's your core need? Is it strategic or technical? Who's going to own your system?</p> <p>Assess the capabilities required to deliver it</p> <p>Measure and calculate your return on investment - we'll also evaluate if it stacks up</p> <p>Develop a rapid prototyping approach</p>	<p>The insight and advice you need to develop a top-level road map, containing your key findings and recommendations, that you can present to your key stakeholders</p> <p>Everything you need to be able to clearly communicate your vision and beliefs</p> <p>An honest approach built upon integrity and trust</p>

## BOOK YOUR BUILD A BUSINESS CASE AND ROAD MAP WORKSHOP

Qualifying organisations are entitled to receive Crimson's Build a Business Case and Road map at no cost. To arrange your slot and discuss your priorities, please contact our sales team today on 01675 466 477.



### About Crimson

Crimson helps organisations get the most from their investment in Microsoft cloud technologies. We take an iterative and agile approach that gives you the confidence to move forward. Crimson is part of the \$1BN global IT services group, Harvey Nash.

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part of the Harvey Nash Group