

Dynamics 365 Marketing

Accelerate your digital transformation initiatives to adapt to the changing customer ecosystem, where manual processes and long –standing silos create major organizational impediments to realizing ROI and driving digital growth.

Business Focused Outcomes



IMPROVED
EMPLOYEE
EMPOWERMENT



INCREASED
ROI



IMPROVED
OPERATIONAL
EFFICIENCIES



ACHIEVE
INDUSTRY
DIFFERENTIATION

Approach

- Architectural design with complete catalogue of solution requirements, user stories, epics and as-is processes
- Defined to-be business processes and deployment storyboard
- Code and capabilities that meet user story requirements, including integrations, migrated data & features
- Training materials & key stakeholder training; Documented use cases for solution testing & migrated UAT and final production data
- Support for fully tested and approved solution



What new technology does is create new opportunities to do a job that customers want done

Tim O'Reilly



SUPERCHARGE YOUR ORGANIZATION FOR SPEED, PRODUCTIVITY & INNOVATION



Retail & Technology



Energy & Utilities



Supply Chain & Logistics



Pharma



Discrete & Process Manufacturers

Illustrative – Customer Stories

A Cognizant marketing client needed to enable its technology partners deliver their story and brand in a compelling and unique manner through different digital channels and needed to unify and modernize its marketing tools. Their environment contained a mix of competitive email and CRM solutions, each with an associated monthly software fees. The Client also had legacy data platform services which needed modernization & synchronization.

With the Client, Cognizant designed and implemented an end-to-end digital storytelling platform using D365 Marketing and Power Platform to enable the Client to scale their business and service more clients. The unification and modernization of solutions were a success and included:

- Dynamics 365 Marketing and Sales
- External custom portal on Azure for secure login
- Power Automate to automate specific processes and workflows
- Design and development of a data lake to support machine learning

Another Client success story... Cognizant designed, developed and implemented a Franchise Marketing and Management System based on D365 Marketing capabilities. The solution enabled Franchise Operations Management, Franchise Onboarding, Rebate Management and Compliance Tracking functionalities. Core solution capabilities included campaign management, event management and tracking, follow-up and targeted email communications to convert interested parties into Leads to then be nurtured and further converted into Franchise Opportunities.

