

# PwC D365 Sales & Marketing Excellence

## Front Office Transformation

PwC's D365 Sales & Marketing Excellence services and solutions are enabled by D365 Sales, Marketing, Viva Sales, and the Power Platform. The solution reflects industry insights, PwC's practical implementation experience and innovation. Enabled in the services and solutions you'll find additional functionality to help accelerate sales & marketing business processes and drive faster time-to-value and sustained business outcomes for clients.

## Benefits

**10-15%\***

Increase in average deal size

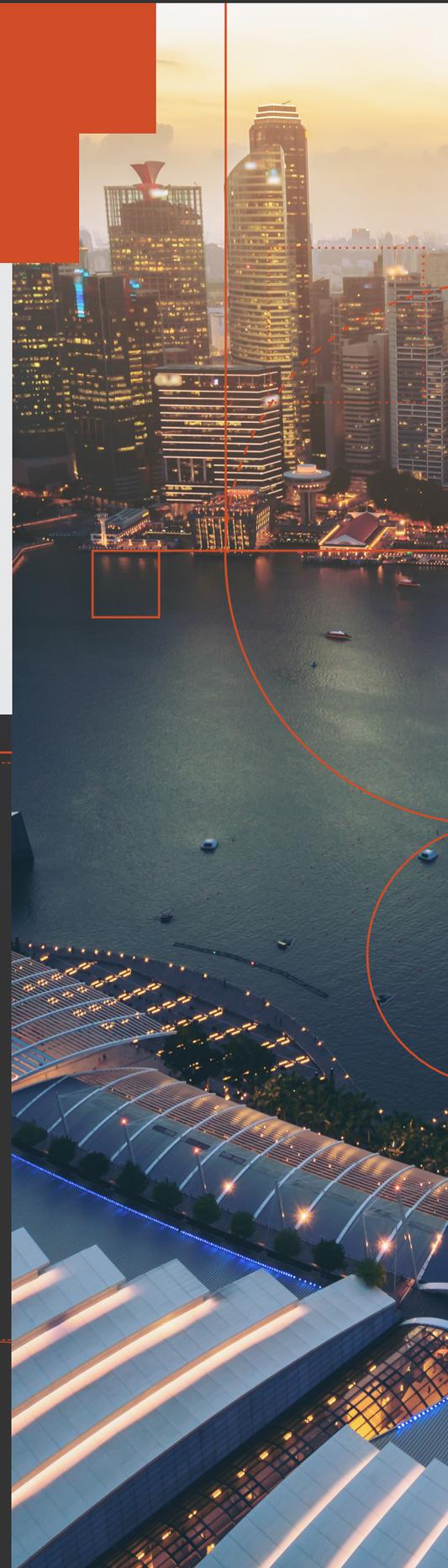
**5-10%\***

Gross margin uplift

**25-50%\***

Sales & Marketing productivity improvement

\*Based on PwC and Microsoft previous client engagements.



# PwC D365 Sales & Marketing Excellence



## D365 Sales & Marketing Excellence

Services and processes, data models and a tested delivery approach to help accelerate time-to-value.

## Customer 360

Integrated sales & marketing environment with a holistic view of the customer through a single pane-of-glass and integrated data solution.

## Features

### Sales Visibility

Unified Sales & Marketing views where users can access current work, incoming work items and see real-time KPI's. Enhancing user experience and helping to streamline workflows.

### Advanced Reporting and Analytics

Advanced Reporting & Analytics: Ability to generate reporting views to empower real-time decisions and future state planning based on your needs.

## Use case

# Global data analytics and professional services firm streamlines sales operations with D365

### Challenge

Running an older version of an Oracle based CRM, this global professional services firm was facing challenges growing their business due to inefficient processes while keeping up with increasing client demands of the largest hospital network.

### Solution

Utilizing PwC's D365 Sales & Marketing Excellence services, the client enabled a customer 360° view while streamlining their sales & marketing operations.

### Result

Improved lead to cash efficiency by increasing productivity, improving forecasting capabilities, and enhancing operational insights. Drove marked increase in average deal size and shortened overall sales cycle resulting in significant revenue and margin uplift.

Let's connect



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