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| Microsoft DynamicsCustomer Solution Case Study |
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|  | tyroo_logo |  | New CRM Solution Empowers , SavesDynamics Header Time and Improves Efficiency |
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| OverviewCountry or Region: IndiaIndustry: Professional ServicesCustomer ProfileTyroo Media is the leading digital media advertising network in India, representing publishers and delivering online marketing solutions to advertisers worldwide.Business SituationTyroo Media used a leading CRM along with multiple in-house developed applications to manage various business aspects. However, lack of centralized database, disconnected tools and processes consumed a lot of time.SolutionTyroo deployed Microsoft Dynamics™ CRM 2011 Online to manage its business and deliveries with an integrated solution. The new online solution customized workflows to achieve higher productivity. Benefits* Saves product development time by 20 percent
* Brings business metrics to the manager’s desktop
* Enhances visibility and control
* Increases efficiency by 25 percent
 |  |  | “With Dynamics CRM, our primary products remain untouched. The business logic is customized easily in Dynamics CRM, saving at least 20 percent of our product development team’s time and reaching the market quickly.”Siddharth Puri, Business Head, Tyroo Media Pvt Ltd |
|  |  | Based in Delhi, India, Tyroo Media, an online advertising network was using a leading CRM solution coupled with multiple bespoke applications. These were unable to meet Tyroo’s business needs such as dual client entities identified as both publishers and advertisers. Incongruent tools and processes used by the various teams could not keep pace with the growing number of customers. Tyroo then decided to replace multiple applications with Microsoft Dynamics CRM 2011 Online. A central database means that employees can track customer interaction and check the history to create targeted campaigns. Microsoft Dynamics CRM gives a 360-degree view of all client touch points, whether it’s sales or delivery. After the deployment, Tyroo has seen drastic improvement in productivity and operations, not to mention saving of time and talent. |
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Situation

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Established in 2006, Tyroo Media is a digital media advertising network in India. Tyroo is APAC’s (Asia Pacific) largest performance marketplace specializing in performance marketing. Headquartered in New Delhi, the company is expanding fast with close to 70 employees and offices in New Delhi, Mumbai and Bangalore.

Tyroo works with over 3,500 publishers across the globe and advertisers worldwide to deliver a variety of campaigns in categories such as e-commerce, travel, banking and finance, automobiles, jobs, matrimony, etc.

Tyroo was using a leading online CRM solution to manage business opportunities, workflows, and campaigns. While this solution was a good CRM platform and helped manage the business in the initial years, as the company grew and processes matured, the CRM platform was unable to keep pace with the business.

For example, the solution was unable to accommodate Tyroo’s business model, which assigns two identities to the same organization, i.e. publisher and advertiser. As a workaround, several homegrown and third-party applications were introduced, but this added database management issues, and complicated the existing universal access to relevant information. Explains Siddharth Puri, Business Head, Tyroo Media, “The existing solutions didn’t give us the flexibility to customize based on changing business needs. The workarounds took time and added undesirable delays, such as limited information access, delayed or inaccurate reports.”

The management decided to invest in a solution that would run all the business processes, integrate the delivery platforms and automate financial management.

Solution

Tyroo shortlisted a few alternate CRM solutions along with Microsoft Dynamics CRM. After in-depth research on out-of-the-box features and customization abilities, it opted for Microsoft Dynamics CRM 2011 Online. “The ease of implementation, support, customization available, and cost as compared to other options were some of the major reasons to go with Microsoft Dynamics CRM,” states Saurabh Tuteja, Product Lead, Tyroo Media. Moreover, the solution is extendable with simple data structures.

With the help of Microsoft Certified partner, Tectura, Tyroo accomplished basic implementation of Microsoft Dynamics CRM 2011 at the EDD (Engineering and Design) level. But the actual implementation along with customization was completed by the IT team at Tyroo. It deployed the solution at offices in New Delhi (Gurgaon), Bangalore, and Mumbai for finance, sales, and delivery teams, as well as management users. In all, Tyroo has obtained 35 user licenses. Modules deployed include Sales and Customer Service.

Implementation took place in phases, with phase 1 focused on migrating from the old CRM platform to Dynamics CRM with newly designed data structures. This went live in October 2011. In phase 2, completed in August 2012, Tyroo integrated third-party publisher platforms with Dynamics CRM and integrated the two using APIs (Application Programming Interface).

Tyroo tapped the flexibility in Dynamics CRM to custom-build business workflows to match its functional requirements. Phase three involves ongoing enhancements that will ensure all business processes are managed in Dynamics CRM. Tyroo now controls all sales and purchase workflows with Dynamics CRM that in turn integrates with the delivery systems.

Sales workflows in Dynamics CRM incorporate active campaigns for each client and manage communication, followed by delivery workflows and the confirmation of activity. The delivery team uses the solution comprehensively as well to analyze the sales pipeline, measure the potential of the pipeline, and make accurate business projections for each campaign. On one side, the team uses the solution to manage campaigns for advertisers and have uninterrupted direct communication with publishers. On the other hand, the team uses it for operations, releasing campaigns for publishers, coordinating with the sales team and for reverse communication if there is a problem.

Microsoft Dynamics CRM is now the primary platform for Tyroo to maintain consistent flow of communication with its clients, both publishers and advertisers. Multiple publishers’ platforms such as Direct Track, Appnexus, etc, are integrated with listings of all publishers and deliveries/purchases against specific campaigns for advertisers or publishers. The solution resembles an intermediary pulling data of delivery into CRM and connects to third-party applications.

Dynamics CRM has not only made communication with the clients easier but also facilitated tracking of responses on an executed campaign. “Dynamics CRM has become the platform to reach out to our advertisers’ database. We are clearly able to identify the delivery and response on our communication. We keep them informed about the developments at our end. We use it to disseminate corporate information such as announcements, newsletters, business updates, campaign performance reports, and greetings,” says Ekta Babbar, Manager- Marketing and Communications, Tyroo Media.

Efficient customized reporting includes reports on sales funnel for monthly, quarterly, and yearly objectives for better planning, achieved sales for the date of the month, active campaigns, inactive campaigns, approval pending campaigns, and campaigns that were not live.

The ability to link Dynamics CRM to Microsoft Outlook enables managers to track delivery and response on the messages that go via CRM. Tyroo uses the solution extensively for B2B/trade marketing. The solution acts as a mini ERP.

Benefits

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| "Dynamics CRM acts as a mini ERP system, which not only saves time and costs, but also provides every manager with dynamic business and management metrics.”Saurabh Tuteja, Product Lead, Tyroo Media Pvt Ltd |

“Microsoft Dynamics CRM enables multi-party communication, saves time, and most importantly, it seamlessly integrates with Microsoft Exchange and Outlook to deliver presence, IM, and many other collaboration features,” says Siddharth Puri, Business Head, Tyroo Media.

Saves Product Development Time by 20 Percent

Tyroo is a product- and technology-based company. Prior to Dynamics CRM, it invested 20–25 percent time from project management to create and customize workflows in primary platforms and products. Since the processes keep changing, every change needed to be hard-coded into the solution. “With Dynamics CRM, our primary products remain untouched. The business logic is customized easily, saving at least 20 percent of our product development team’s time. This allows us to take products to the market quickly. It also saves us the cost of highly skilled developers,” explains Siddharth Puri, Business Head, Tyroo Media. “The team can focus on core product enhancement rather than business process workflows.”

Brings Business Metrics to the Manager’s Desktop

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Microsoft CRM provides access to graphical, drill-down dashboards practically for every data field. This makes the management extremely effective as it has accurate, on-time information. “We are able to track changes in our campaigns, movements across the industry, and changes in contacts very effectively,” says Ekta Babbar, Manager-Marketing and Communications, Tyroo Media.

The workflows streamline every aspect of the business. For example, when a campaign is loaded, the finance team can see the pipeline, which is finance-approved. The delivery team then picks up this approved list. Long-term contracts and short-term monthly contracts are clearly defined. This removes duplication on the same account and minimizes manual involvement. “Dynamics CRM acts as a mini ERP system, which not only saves time and costs, but also provides every manager with dynamic business and management metrics,” comments Siddharth Puri, Business Head, Tyroo Media.

Enhances Visibility and Control

“Dynamics CRM brings incredible visibility into our business operations at a macro and micro level,” explains Siddharth Puri. There is visibility of customer accounts and active or paused campaigns. At a micro level, it helps identify the accounts that had active campaigns at the same time as the previous year(s). At the other end of the spectrum, it gives a single view of all campaigns for that particular account, and, last but not the least, the value of the deliveries completed. Siddharth Puri continues, “It helps us in identifying opportunities and challenges and taking quick action, giving us much better control over the business.”

Increases Efficiency by 25 Percent

Dynamics CRM manages all the workflows inside the company and allows the whole system to communicate effectively. “It is the most reliable database for our sales team to keep a track of their campaigns, the progress, and the pipeline, increasing their efficiency by 25 percent,” says Ekta Babbar. The sales team easily identifies and maintains the sales pipeline. Not only can they track progress on active accounts, but also get a consolidated view of all accounts. The new CRM solution helps to identify the under-performance in sales or in deliveries, and can thus realign the business to improve efficiency of individual persons, processes, or departments.

Microsoft Dynamics

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| Software and Services* Microsoft Dynamics
* Microsoft Dynamics CRM 2011 Online
 | Partners* Tectura
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For more information about Microsoft Dynamics, go to:

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