



Customer Relationship Management

We believe the key to our success is knowing our customers and partners inside and out.

What We Do

110 Consulting uses current and evolving technologies to organize, automate, and synchronize sales, marketing, customer service and technical support through classic CRM and XRM solutions.

110 is an expert in Microsoft Dynamics, Salesforce and Oracle CRM solutions. In addition, 110 builds custom CRM applications within the client's framework.

Challenges & Approach

Companies have disparate databases containing valuable customer information that needs to be organized and used to their advantage. 110 understands the importance of easily and effectively accessing customer data anywhere, any time.

110 works closely with clients to configure a simple user experience, while streamlining and lowering the cost of data management. 110 enables clients to maximize ROI by aligning CRM implementation and utilization to core business processes.

Client Benefit

110 customizes CRM tools to fit the client's business processes and simplifies the CRM user experience on any device, enabling the user to leverage information to plan action and make informed decisions. 110 has extensive experience and IP in sales excellence and operations.

110's data integration approach is agile and effective, helping merge, clean and load information for immediate access by and through a CRM solution. 110 builds integrated reporting solutions for CRM and any other business performance data point needed.

Services and Solutions:

- Performance Analysis
- Performance Management & Reporting
- Mobile Apps
- Custom App Development
- Customer Support Management
- Sales Operations
- Sales Force Automation
- Customer Support
- Training
- Setup & Configuration
- Implementation & Support

Customer Relationship Management Case Study: Partnership Management Framework

Client: Based in Redmond, Washington, this large software company develops, manufactures, licenses, and supports a wide range of computer software products and services.

Industry: IT

Challenge

The client needed to develop one overall system that would provide their relationship managers with a standardized planning process and centralized access to all data, goals and KPIs for their large Partner channel.

Solution

110 Consulting began by performing extensive analysis on the partner planning process as well as all data sources involved in measuring partner success. 110 then configured and customized a CRM solution that would import the disparate data and provide a central location for managing Partner business and relationships.

110 consulting used a .NET Framework and extensible CRM to build entirely custom components, including all necessary workflows, forms, and reporting. 110 also integrated aspects of social business including comments, discussion thread, and “likes” to make the solution as user-friendly as possible.



Solution at a Glance

Technology

- Microsoft Dynamics CRM Online with xRM capacity
- .NET Framework
- SQL Server 2008 R2

Services

- Project Management
- Engagement Management
- Business Analysis
- Technical Development

Projects	% Projects	% Committed	% Spent
5,528	29.40	20.25	16.20
6,511	34.63	21.30	17.00
12,039	64.03	40.27	37.20
1,340	8.19	12.20	14.80
5,224	27.70	45.50	40.40
6,764	35.97	57.75	42.70
18,803	100.00	100.00	100.00

# of Projects	% Projects	% Committed	% Spent
924	4.91	4.40	4.20
3,055	16.24	11.45	11.10
75	0.40	1.80	1.50
1,139	6.06	5.02	5.04
10	0.05	0.80	0.70
2,046	10.88	12.10	10.80
2,938	15.62	7.97	7.84
1,282	6.82	16.75	14.74
3,083	16.44	4.77	4.59
15	0.08	0.74	0.69
4,233	22.50	100.00	100.00
18,810	100.00	100.00	100.00



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