

CASE STUDY

AVENTICS Industrial Automation Manufacturing

“ Microsoft Dynamics 365 has allowed Aventics to drive technology to a new level and helped us to improve levels of collaboration and sharing across the business. Dynamics 365 (formerly Dynamics CRM) has provided a common language across locations in 21 countries – many of which do not use English as a first language.”

Larry Bowers, Group IT Director

AVENTICS

Aventics is one of the world's leading manufacturers of pneumatic components, systems, and customer specific applications, with a focus on environmentally friendly and

sustainable production. They have over 150 years of expertise in pneumatics and provide products and services for industrial automation. Aventics incorporates the integration of electronics, innovative materials, and prioritization of trends, such as machine safety, and employs 2,000 people worldwide, spread over 21 countries.

Selecting Fullscope

Larry Bowers, Director of IT Americas and Global CRM Project Leader at Aventics went through an extensive vendor selection process. After reviewing 8 vendors, he found that **the difference with Fullscope was the mindset of how to implement a CRM system**. While others suggested that they could fully implement for Aventics, Fullscope explained that they would not be able to do it all for them and needed collaboration and commitment from Aventics for success. He also appreciated Fullscope's **CORE (Customer Owned Rapid Engagement) centered approach**.

In the past Bowers had experienced numerous CRM failures. The reasons behind these failures included: the system being paid for but underused, not adopted well by staff, regionally rolled instead of enterprise wide, and most importantly not supported top down. He knew the value of the application and was determined to not let this CRM implementation fail which, ultimately led to the selection of Fullscope as their partner.

Key Benefits

- Drove business transformation
- Vastly improved collaboration between 21 countries
- Created a common "Sales" language across the business
- Already familiar with product from prior use of Microsoft Dynamics CRM 2011
- Able to integrate existing Microsoft technology and move to the cloud

Success Driver: Executive Buy-In

One of the most important aspects of a CRM implementation, according to Bowers, is top down support and executive buy-in. To achieve executive buy-in they focused their initial efforts on executive dashboards to help promote organizational buy-in, embracing the CRM culture, and rapidly digesting CRM related outcomes.

Initially they defined numerous top level, regional dashboards that tied into a consolidated global dashboard. This permitted them to rapidly draw daily comparisons of user and CRM related metrics between each other. This first series of dashboards were based entirely on adoption themes intended primarily to guide the organization into having CRM related discussions. Within a very short period, users, managers and executives began to question CRM data but also began asking for more of it. The CRM discussions had indeed begun at Aventics.

Necessity of End-to-End Review

As Bowers looks back on the project, he recommends a true end-to-end review, the value of which was not fully embraced by their team during project kick-off. The end-to-end review is critical to for process clarity, defining ownership and responsibility, all of which paves the way for developing accurate training content and documentation. A piece of advice that Bowers added was, **“Take a break, go back to the end-to-end, and make sure that every process is known. Define ownership for every step, and make sure that every process is agreed upon before rolling out.”**

Fullscope's Video Training

Training was an integral part of user adoption at Aventics. It was critical for managers lead by example and for users to be comfortable and educated on how to use the tool. Together, Fullscope and Aventics planned a comprehensive training roll-out and mapped out how it would work. Bowers discussed how in the past, they did not have enough training and while they had a competent CRM administrator, one person was not enough to support training for the enterprise – especially since the organization was constantly changing and they had to evolve the CRM system to keep up.

The Fullscope video concept was hugely successful, as users were able to do the trainings multiple times until they fully understood the concept. According to Bowers, “Fullscope's video concept was right on target, focusing on small training sessions that could be reused to help bring our user base into CRM in an intelligent and practical way.”

With a rollout to 21 countries simultaneously they had to communicate globally and rapidly within the organization. While not everyone speaks English, they were able to create a common language and were all using words such as leads, opportunities, won, lost, and pipelines. They may not yet be asking the correct questions of CRM, but these are huge improvements in their CRM evolution and Fullscope is continuing to help them grow into asking the right questions.

The Selection of Microsoft Dynamics

Aventics needed not only a strong leadership team, core team, and implementation team, but also a quality product that would meet the needs of their organization. They found many benefits in being a Microsoft Shop as the products work in ways that complement each other. In addition, they were already using Microsoft Dynamics CRM 2011. People were already familiar with it, so Aventics decided to continue their relationship with Microsoft.

By choosing Microsoft Dynamics CRM, now Dynamics 365, it has allowed Aventics to drive technology to a new level and improve collaboration and sharing across the global business. Bowers stated, “We were already running on Microsoft Technology, and had plans to move to the cloud, so Microsoft Dynamics was a natural fit.”

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– Larry Bowers

FULLSCOPE BECAME PART OF THE ALITHYA GROUP IN NOVEMBER OF 2018. Alithya is a leading strategy and digital technology company, with over 2,000 highly skilled professionals delivering solutions across Canada, the US and Europe. Alithya's Microsoft practice covers a wide array of capabilities, including Dynamics, Azure, business analytics, digital solutions, advanced analytics, application development and architecture. Focused on business outcomes, our combined companies have delivered Microsoft solutions to over 1,200 clients. Alithya's global offering is to deliver strategy and digital technology services in addition to implementing ERP and integrated solutions.

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