CASE STUDY

ANS
Cloud Service Provider

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Paul Sweeney, Chariman

ANS is a cloud service provider that helps people with their platforms and networks, the way they run their applications and how they connect to them globally.

It was set up in 1996 and has grown substantially from its initial staff of three to around 300 people who work in its offices in Manchester and London today.

Legacy system frustrated sales teams

ANS had a legacy CRM system but the business was facing a number of challenges with it: it was not mobile; it was not able to run reports well as data was held in silos across the organisation; and, as ANS Chairman Paul Sweeney says, "it wasn't dynamic. It was really frustrating the sales guys.

"We would run reports, we would cut reports, it would take us probably half a day to do those reports and instantly they would be out of date."

ANS chose to implement cloud-based Microsoft Dynamics 365 and asked Alithya to help with the project.

Business Outcomes

ANS wanted speed, mobility and control.

Alithya met with ANS to discover the business outcomes that ANS would like to achieve using Dynamics 365. These were to:

> Improve win rates and conversion rates

> Increase leads and build pipeline

> Improve forecasting

> Support management decision-making

> Maximise time spent selling

Alithya worked in partnership with ANS to design the system specifically around their business needs.

Paul says: "We thought we were going to get this all-singing, all dancing CRM system on day one. But what we actually got was a huge amount of coaching, which meant that we got a system that was designed by us, for us and can be maintained by us, that was absolutely fit for purpose."

User adoption achieved with ease

This unique approach taken by Alithya made training and user adoption much easier, as the CRM system was designed with its users in mind.

Paul explains: "I'm ultimately a sales guy, so I designed the system as though I was going to be using it on a daily basis. I think that is the key. If it was right for the sales guys, the engagement was high. The information that they were getting out of it was much, much better than they had before."

Bottom line boosted by 80 per cent

The approach has certainly paid off. In the past three years since ANS has had Microsoft Dynamics 365, it has seen a 40 per cent growth in its top line and 80 per cent growth in its bottom line.

Paul says: "The new Dynamics system is a revelation to the management team. It gives us information that we couldn't see before.

"I am looking to build relationships with our customer base. I want to know where the deals are up to. I can see when deals change, when the shape of them changes, when things move into forecast and when deals are won, which means I can be really engaged in the sales team as well.

"I love the fact that I can get Dynamics on my mobile, any time, any place, anywhere. Now everything is at the touch of a button."

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>
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