



Dynamics CRM Online, ClickDimensions and Power BI Analytics

CloudFronts deployed the Dynamics CRM Online platform for WUA's Sales, Marketing and Project Management teams along with ClickDimensions for Marketing Automation and Power BI for Analytics.

About WUA:

WUA! is a worldwide leader in 'digital experience bench marking'. Simply speaking, WUA helps organizations optimize their website for a great customer experience. You can read more about WUA at www.wuaglobal.com.

Business Requirement:

WUA! approached CloudFronts with the following requirements -

1. Implement their Sales and Marketing processes on the Dynamics CRM Online platform.
2. Help select the right Marketing Automation platform.
3. Implement Power BI Dashboards for Sales and Marketing data analytics.
4. Provide high level Contract and Project management within CRM.

Solution Delivered:

The CloudFronts team documented and implemented the Sales and Marketing processes at WUA, after discussions with their teams. Through our expertise on Marketing automation, we implemented ClickDimensions for WUA. CloudFronts also developed a custom Contract entity and a custom Projects entity to track high level Contract and Project details like budgets, tasks and start and end dates. Reports and Dashboards built on top of Power BI (WUA implemented Power BI while it was still in preview) ensured that WUA's team had critical business data and KPIs at their fingertips.

Key Benefits:

WUA! has been very happy with the solution delivered by CloudFronts. Key benefits –

1. Integrated Marketing Automation with List Management and Analytics within CRM through ClickDimensions.
2. A complete business process from Sales to Project Management process within CRM.
3. Power BI Analytics for reports, dashboards and KPIs.

Post Go Live:

WUA! went live with their project in 2014 and since then has continued to engage with CloudFronts to keep building Dynamics CRM capabilities for their growing organization. For the last few months, WUA! has engaged with CloudFronts to continue to enhance their Power BI dashboards and reports and providing ongoing support.

"We are working with CloudFronts for the last 3 years for our CRM and Power BI requirements.

Their deep understanding of our business processes has helped us get the most out of our CRM platform."

- Henk Kroezen,
Managing Director, WUA!

Key Technologies:

- Dynamics CRM Online
- Power BI
- ClickDimensions Marketing Automation

Connect with us!

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