

Customer Success Story – Rhizen Pharmaceuticals

CloudFronts helped Swiss based Rhizen Pharmaceuticals to implement Microsoft Dynamics 365 Sales for better Customer Relationship Management.

About Rhizen Pharmaceuticals

Rhizen Pharmaceuticals is a Swiss HQ biotech company focused on discovery & development of innovative, small molecule drugs for the treatment of cancer & inflammatory diseases and has offices across Germany, India, China, Australia and U.S. You can explore more about them here [Rhizen – Pharmaceuticals AG](#)

Business Challenges

Rhizen Pharma had a requirement for a CRM where they can execute the following activities namely Lead to Opportunity Conversion, Opportunity Pipeline Management with Business Process Flow, Automated Notifications, Customer and Contact Management, Activity & Notes tracking, Document Management, and Integration with Outlook (Office 365).

Solution Delivered

CloudFronts enabled Dynamics 365 Sales for Rhizen Pharma. Dynamics 365 Sales is the perfect CRM solution from Microsoft for the companies seeking to deploy a stable all-in-one CRM and manage their sales pipeline and opportunities. This will allow Rhizen's salespeople to efficiently manage customer relationships, close deals, and boost sales revenue. CloudFronts has worked on multiple Dynamics CRM projects globally. Take a look at Dynamics 365 Sales features here [Dynamics 365 Sales | Cloudfronts - Microsoft Dynamics 365 | Power BI | Azure](#)

[Check out the Press Release here >](#)

Key Technologies

1. Dynamics 365 Sales

Client Testimonial

Our organization had a very good experience working with CloudFronts for the implementation of Dynamics 365 CRM. We had unique needs involving customization of the tool, and the CF team handled it professionally with a lot of emphasis given to efficient time-management and clear scoping of work. - Samyukta Bhagwati, Corporate Affairs & Communications, Rhizen

Post Go-live

Post Go live on April 2021, client reported following benefits:

1. The client's sales personnel will be able to better manage sales pipeline by finding and qualifying leads, then, nurturing those leads to the buying stage.
2. Moreover, they would be able to organize their leads systematically with instant access from anywhere, on any device, at any time.
3. Dynamics 365 tracks every opportunity through pre-defined milestones, thereby ensuring communications are tailored and relevant for the current, relevant stage of the lead.
4. Since Dynamics 365 is a Microsoft product, it can easily be integrated with any Microsoft Dynamics 365 ERP like Finance/Operations and Business Central.

The newly introduced Dynamics 365 Sales has established a robust CRM system and augmented the customer relationship for the client, thereby directly enhancing their revenues.

Email us your requirements at ashah@cloudfronts.com or fill out the [contact us form](#).