



## CASE STUDY

# Microsoft Dynamics AX enhances customer and channel distribution services for DTH TV Company

## Microsoft Dynamics ERP Implementation

Implemented Microsoft Dynamics 2012 AX ERP platform with integrated CRM module that enhanced customer service management, automated subscription requests, and provided a new way to manage vendor channel distributions.



## PROTECTED

Client: **Protected by NDA**

Country: **USA**

Industry: **Satellite and Internet Television**

### About the Client

The client is an IPTV and Direct TV channel distribution company operating in Australia and New Zealand, catering South-East Asian population. The clients provides most popular entertainment and news streaming through services such as OTT TV multi-screen solutions with affordable set-top boxes, Android TV set-top boxes, and channel subscriptions.

### Challenges

- Comprising large customer database, the client needed and efficient, single platform for managing end-user subscriptions, customer service helpdesks, and day-to-day incoming requests.
- With a lot of incoming financial requests per day, handling and monitoring account deliverables was a very cumbersome process in absence of a reliable background system for accurate information.
- In absence of a CRM, the excessive customer database made it challenging for the client to manage subscriptions, receivables, end-user side inventory of hardware and fixed assets for the enterprise.
- The client's traditional services management lacked features such as new account transfers, subscription ledgers, and defined prospects.
- The client's legacy solution was highly dependent on manual interventions to collect the customer's monthly subscription dues which caused differences and errors in financial reports.

### Quicks Insights



#### Challenges

- Inadequate monitoring of customer-centric operations
- Decentralized data and reporting
- Unstable channel subscription and renewal methodologies



#### Solution

- Implemented Microsoft AX Dynamics based CRM and automated finance management platform within the ERP
- Support for different modules such as accounting, purchase, sales, and operations for end-customer



#### Result

- Better efficiency to manage incoming customer service requests
- Lower recurring costs with newest features in sales, accounts, and finance management
- Automated collection and renewals for end-customer subscriptions



#### Technologies Used

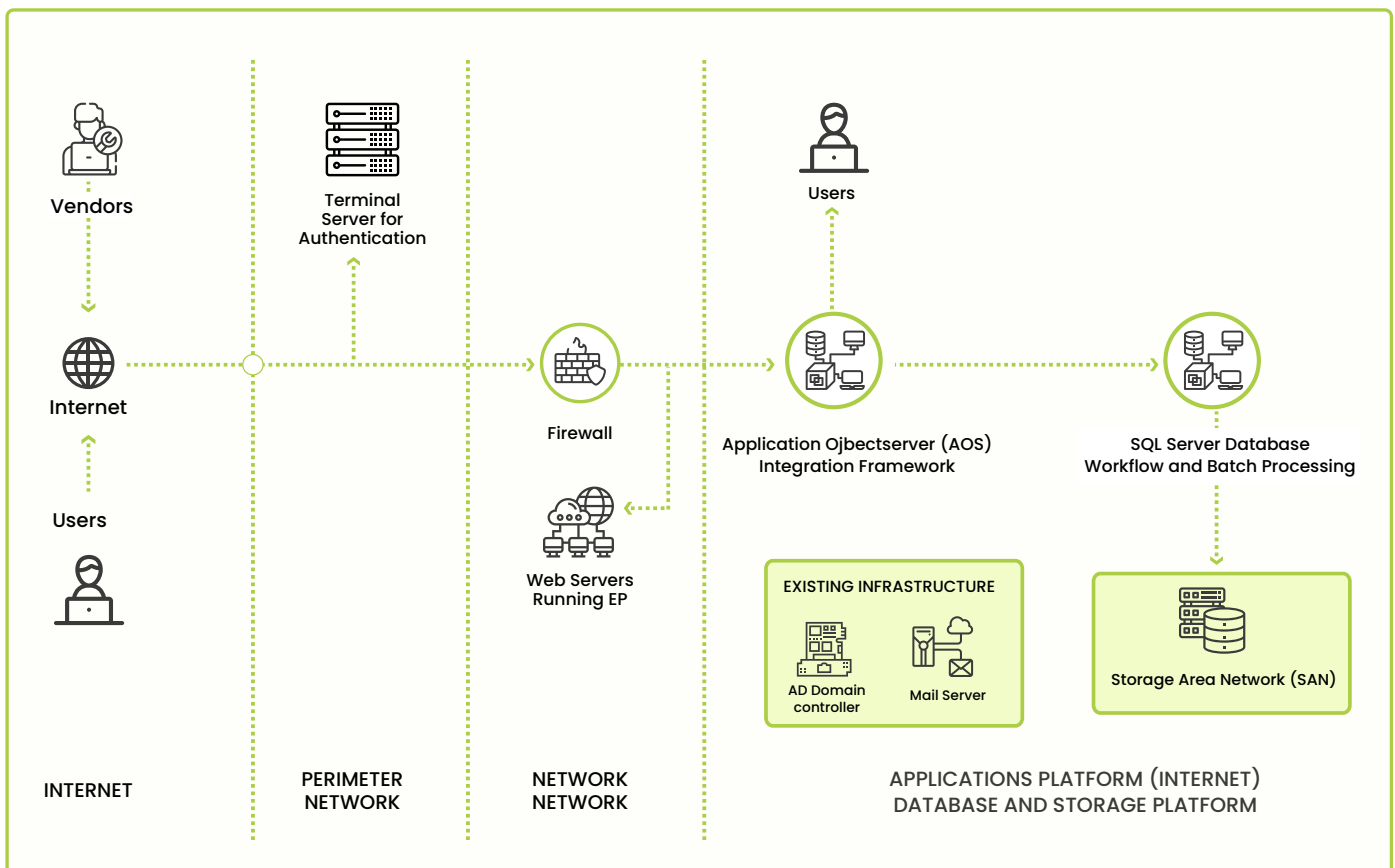
- Microsoft Dynamics AX 2012
- Windows Server 2016
- SQL Server 2016
- Visual studio 2015

## Approach

DEV IT's ERP functional and technical experts analyzed the client's current processes as well as the legacy software in conjunction with Microsoft Dynamics AX 2012 as the preferred target solution. Our team defined a unified architecture for implementing the ERP with an integrated Customer Relationship Management (CRM) module that automated subscription deduction policies while integrating all the customizations needed to manage different services for finances, accounting, and CRM.

## Solution

Our domain experts at DEV IT first derived the features and services necessary to be integrated with the ERP solution and then integrated the CRM platform to configure and fulfill different types of application services such as renewals, collections, financial data recordings etc.



- The Customer Relationship Management platform helps a Customer Server Representative to maintain all details of the customer transactions and retrieve them immediately to provide optimum customer services.
- The ERP solution manages technical issues as well as incoming customer requests with a consistent prospect flow, in turn, establishing higher C-SAT levels for the organization.
- We integrated a very powerful financial accounting system that features intercompany transaction, supports multi-currency transactions, multi-company consolidated reports, and online reports.
- The CRM solution also manages the inventory of equipment across the company, contractors, and subscribers.
- To enhance the overall functionalities and streamline the information flow between different services, we developed the solution architecture with a secure channel-distributors platform over the internet that provides streaming service to end-users on the other terminal.
- To ensure regularized tracking and monitoring of financials, subscriptions data, and incoming users requests, we integrated the existing infrastructure with SQL server databases that keeps all the data in a secure storage area network.

Applications and services enabled by integrated CRM solution.

- Automated renewals and new subscriptions process that also allowed easy management for initial revenue collections.
- Added functionalities for accounts transfers, automated package suspensions/cancellations, and automated calculation for generated revenue.
- The integrated dashboard provides a birds-eye-view about the company to the upper management of the enterprise and support integration to various external applications like Mail Chimp, IRDETO, SMS Global, OANDA, EP2global, IPTV enables service handling accurately besides saving a lot of time and effort.

## Benefits

- The enterprise can now manage terminations smoothly including hassle-free contractor management.
- Simple revenue collections while providing maximum information to the CSR to enhance the retention of customers.
- The solution offered managed Fixed Assets across the enterprise, Contractors, and Subscribers.
- Able to manage their huge subscriber base and attain maximum customer satisfaction by providing them with the highest level of service in terms of performance, integrity and speed.
- The call centers can cater to subscribers from multiple locations and cater to clients in different time zones flawlessly.
- The solution enables accurate financial reporting across multiple components, locations, currencies, and companies.

## About DEV IT

DEV IT is public listed (NSE-DEVIT) organization based at Ahmedabad, India. For more than 2 decades, the organization has evolved into a multi-faceted unit with 1200+ strong, skilled workforce providing cutting-edge software and infrastructure solutions in Cloud, Data and Automation domain. DEV IT provides services to government departments, public sector organizations across several states in India as well as 100s of clients worldwide from diverse industry sectors: healthcare, travel and hospitality, manufacturing, professional services, retail, transportation and logistics and more.



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