



mscrm-addons.com
CASE STUDY

SYSTEMAIR

in figures:

founded in 1974 in
Skinskatteberg, Sweden

Industry: Mechanical and Plant
engineering

66 branches in
49 countries on
4 continents

24 manufacturing plants

4900 employees



systemair



No matter if underground rail and road tunnels, indoor swimming pools or low-energy houses – the product line of SYSTEMAIR can be found where perfect room climate and sophisticated HVAC technology are essential.

SYSTEMAIR stands for reliability, intelligent design and efficient solutions. It is therefore no wonder that the multinational enterprise decided to replace the formerly existing, country specific infrastructure by a Customer Relation Management system that could be used by all branches.

After intensive inquiries, SYSTEMAIR decided to rely on Microsoft Dynamics CRM (today known as Dynamics 365). With the Microsoft Partner SIEVERS-GROUP, SYSTEMAIR brought a strong partner for the integration on board.

Today, a tailor-made combination of Microsoft Dynamics 365 and our MSCRM-ADDONS guarantees the smooth execution of all CRM-relevant business processes. But until then, SYSTEMAIR had to go a long way.

The challenge

- to create professional documents (PDF & Word) directly out of CRM and to process them automatically and seamlessly
- to minimize the time spent on scheduling teams and resources
- to maintain a more user-friendly CRM-intern navigation
- to improve the CRM-intern search function

A solution with room for improvement

The reorganization of internal processes demands – speaking of multinational enterprises – a high degree of openness to changes and patience. Whoever has gone through such a process knows: Soft spots in newly implemented systems often appear after the go-live, especially in multinational enterprises. Since multinational enterprises often depend on individual and flexible solutions.

And it was exactly what happened in the case of SYSTEMAIR. Directly after the implementation of Microsoft Dynamics CRM, there had been a significant increase in productivity. But after some time, they felt that some crucial functionalities were missing:

Besides the fact, that professional Word & PDF documents could not be generated directly in CRM, documents could neither be processed seamlessly.

Also, SYSTEMAIR lacked in a clear scheduling tool, which led to an enormous amount of time spent on scheduling issues.

Provoked by the upgrade to CRM 2013, the CRM-internal navigation turned out less user-friendly than before. This led to a decrease in productivity.

Last but not least, the CRM intern search function had lots of room for improvement.

Our solution

... consisted of a mix of our most productive MSCRM-ADDONS that applied exactly where room for improvement was left.

DocumentsCorePack for Microsoft Dynamics 365

GroupCalendar for Microsoft Dynamics 365

SmartBar for Microsoft Dynamics 365

PowerSearch for Microsoft Dynamics 365

Many challenges – one flexible solution: MSCRM-ADDONS

To make a long story short: Finally, SYSTEMAIR succeeded in overcoming the difficulties.

The company started to look for a strong partner, who was willing to roll up his sleeves and get to work. Finally, SYSTEMAIR opted for us and some of our most productive MSCRM-ADDONS. Fortunately for us! Because in the case of POWERSEARCH, the collaboration led to a totally new, innovative product, which was immediately added to our product portfolio.

The following MSCRM-ADDONS ensure that all CRM-related processes at SYSTEMAIR run smoothly:

DocumentsCorePack

allows the professional creation and the seamless processing of documents directly from within Dynamics 365.

GroupCalendar

raises the scheduling standard of activities, teams and resources in Dynamics 365 thanks to its clarity to a totally new level.

SmartBar

facilitates the navigation in Dynamics 365 and thus, enhances the productivity of employees.

PowerSearch

combines the simplicity of standard search with the capabilities of Advanced Find.

Statement

"This project is comprised of many tricky requirements that could not be implemented with a standard approach. These included connecting several systems as well as adding different languages. We were presented with many challenges, which we were able to quickly solve thanks to a cooperation with MSCRM-ADDONS. They thus play a decisive role in the project's success and have increased productivity in the provision of services for our customer. "

- Martin Welling