

Case Study




ZAVENIR DAUBERT



ZAVENIR DAUBERT

Global Supplier of Corrosion Protection Lubricants & Technologies Systems Implements Microsoft Dynamics CRM

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THE CLIENT

Since its inception in 1995, Zavenir Daubert India has been at the forefront of the Indian Industry in creating awareness towards corrosion management and delivering solutions to mitigate the impact of this menace. In the endeavour to achieve a greater role in the Indian metal working industry, they have recently partnered with Chemische Werke Kluthe GmbH to manufacture and market their large range of products and technologies in India. Kluthe's leadership position in the field of metal working fluids and cleaners combined with the Daubert® corrosion protection technologies provides them the a very unique ability to serve their customers with metal working and protection products to cater to their metal working needs giving them greater productivity, quality and overall cost efficiency.

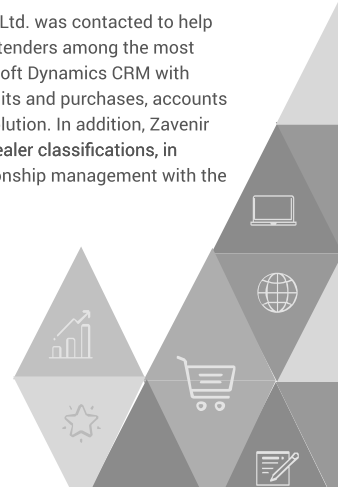
THE OPPORTUNITY



Zavenir Daubert, maker of the world's top-selling brand of Corrosion Protection Lubricants, aims to provide the best possible experience to the dealers it sells to. The field sales force at the company's network of six distribution facilities found that existing contact management software was unhelpful in dealer engagements and stopped using it. Replacing that software, the company deployed Microsoft Dynamics CRM and integrated it with business analysis and enterprise resource planning systems.

THE SOLUTION

Our client was in the process of implementing Dynamics, when Trident Information Systems Pvt Ltd. was contacted to help them implement Microsoft CRM. Microsoft Dynamics CRM emerged as one of the strongest contenders among the most highly regarded, on-premises and cloud-based CRM solutions. Zavenir Daubert integrated Microsoft Dynamics CRM with Dynamics NAV ERP system used to manage distribution. The ERP system's record of dealer credits and purchases, accounts receivable, and other data are available to territory managers and sales executives in the CRM solution. In addition, Zavenir Daubert tracks a wealth of marketing information on Zavenir Daubert dealers, such as specific dealer classifications, in Microsoft Dynamics CRM, to better track its dealer sales. Currently, the solution facilitates relationship management with the roughly 4,000 dealers whom the territory managers and other field personnel serve directly.



THE RESULT

With its new dealer relationship management solution, Zavenir Daubert is enabling more effective engagement between territory managers and dealers, delivering a better experience, and facilitating greater executive insight. It is also busy with enhancements that will benefit other business groups and provide increased process efficiencies. Balwant notes, "Microsoft Dynamics CRM has very quickly become a strategic, business-enabling tool for Zavenir Daubert. I am recommending it to our independent distributors, so they can experience the same benefits we do."

Balwant comments, "Microsoft Dynamics CRM is an excellent tool for advancing the success of our sales force with up-to-date, valuable information about dealers. I would recommend it to any company that wants to make its sales organization more effective."



INCREASE SALES EFFECTIVENESS

Zavenir Daubert territory managers experienced positive differences right after the implementation of Microsoft Dynamics CRM. Territory managers use the solution's reporting capabilities to review dealer information, including issues under resolution, sales numbers, and sales targets—information that was not easily available before. Balwant explains, "We understand and approach our market through dealer segmentation. In Microsoft Dynamics CRM, it's extremely easy to review sales data by dealer segment. The sales force loves having that capability." Balwant adds, "By working with the dealer relationship records in Microsoft Dynamics CRM, territory managers can approach dealers with just the right products and promotions, help them reach their revenue goals, and more efficiently meet their own sales targets."

ENABLE MANAGERS TO ADVANCE THE BUSINESS

Similar to the territory managers who review dealer histories and purchasing trends, sales executives and company leadership use Microsoft Dynamics CRM to gain insight into sales performance and market developments. "Managers can understand, at a companywide level, what dealers are selling, what their performance is like, which companies they are affiliated with, and much more," says Balwant. "For example, they can see which dealers have elite status, meaning they only sell Zavenir Daubert products; which of them represent multiple brands; and where the revenue comes from. We not only gained the ability to perform effective dealer relationship management, but we are also becoming smarter and more effective in selling our products."

Going beyond business requirements, Microsoft Dynamics CRM supports the company's long-range vision. Balwant notes, "With Microsoft Dynamics CRM, my job has changed in a way that lets me benefit the business by making key processes more efficient. With an implementation that the company views as hugely successful, we have a track record of great promise for meeting elevated



ABOUT TRIDENT

Trident is a global consulting firm that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services and pre-built software solutions that help our clients innovate and reinvigorate customer, employee, partner and supplier experiences and processes using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.

Trident enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc.

CRM MS D365 Sales MS D365 Marketing	ERP MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV	Internet of Things (IoT) Retail Supply Chain Asset Management Fleet Management Energy Management
Audit & Risk Analysis ACL GRC ACL Exchange ACL Analytics	Business Intelligence MS Power BI SPSS Qlik Sense	Retail Applications LS Retail D365 Retail
DevOps IBM Microsoft Dynatrace	Mobile Apps Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Management	Security Application Security End Point Security Database Security

Trident's Vertical Focus



Retail



Hospitality



E-Commerce



Logistics



Manufacturing



Real Estate &
Construction



Education

Recognitions and Awards



'Transformative 100' by ChannelWorld at the Premier 100 annual awards for 2016, 2017, 2018



Microsoft Dynamics President Club winner from Microsoft for Microsoft Dynamics Navigation, Axapta & MSCRM, 2011



Gold Certified Partner for Microsoft Dynamics Navigation, Axapta & MSCRM



Platinum Partnership with LS Retail supporting clients with more than 5000 POS.



Attainment of **Premier partnership** status with IBM, 2010



Most Innovative Partner of the Year award from IBM, 2009.



Strategic Alliances



Quick Facts

1999 Year of Establishment

250+ No. of Employees

300+ No. of Customers

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