

# Microsoft Dynamics CRM for Global Business Development and Market Analysis

## THE COMPANY

Subsea 7 is one of the world's leading subsea engineering and construction companies servicing the oil and gas industry. A skilled and experienced workforce of over 5,000 supports operations in the North Sea, North America, Brazil, Africa and Asia-Pacific.

## THE CHALLENGE

The company has grown rapidly in the last five years and there was increasing management recognition that there would be benefits from a centralised business development and business planning system.

Their previous business development system was proving too inflexible and problematic to maintain with some parts of the organisation not able to access it. As a result people had stopped using it and were instead using a variety of spreadsheets and databases. This made it very difficult to get an accurate and consistent picture of activity across the various regions. Data was not easily shared and information had to be gathered and collated manually for each reporting or scenario building exercise.

## THE SOLUTION

First eBusiness recognised that Microsoft Dynamic CRM offered both the flexibility and the extensibility that Subsea 7 needed, making it a perfect match for their growing business needs. Working closely with Subsea 7 to understand the different requirements of each area of their organisation, First eBusiness designed a solution that answers all their business development needs and which also interfaces with resource management and scheduling activities.

Subsea 7 needed a single centralised solution, serving all areas of the business that balanced simplicity and ease of use with the complexity to capture a large amount of structured information, which can then be reported on and analysed, globally and by region.

Extensive customisations to the Microsoft Dynamics CRM product were made to enable not only the tracking of highly detailed, industry-specific data against each sales opportunity, but also to allow tracking of multiple scenarios for each one. This included calculation of detailed cost/revenue breakdowns by year on a project by project basis.

Dynamics CRM has transformed Subsea 7's reporting and scenario building process. They now have a powerful reporting capability that supports all of their analysis, globally and by region, greatly increasing the value of their data.

This is further augmented by two Microsoft Office integrations, one automatically generating project pursuit plans in MS Word format and the other feeding asset scheduling information directly into Microsoft Project.

## THE BENEFITS OF THE SOLUTION

Gavin Milne, Market Analysis and Business Planning Manager, Subsea 7 comments on the benefits -

"Information put into the central system in a standardised way makes it much easier to develop annual budgets and business plans. Also, information is now shared globally on opportunities and competitors. This makes scenario planning faster and more accurate and

our business development more effective. We are already seeing the benefits of this centralised system around the globe.

We needed a lot of customisation, but First eBusiness saw this as an opportunity to test the flexibility of the Microsoft system. We were clear what we wanted the system to do and what kind of data we wanted to store and First eBusiness were very professional in delivering that. The relationship throughout was excellent and we now have the system we wanted.”