



CASE STUDY

EC3 Global

www.ec3global.com.au





Tourism Environmental Management Solution

Built on Microsoft Dynamics CRM 2011

Client Profile

EC3 Global is one of Asia Pacific's most experienced environmental management and tourism consultancy firms. Their consulting division specialise in the fields of environmental sustainability, destination management and marketing, economic development, regional planning and strategic planning for tourism. EC3 Global is based in Brisbane, QLD, Australia.

The Brief

EC3 Global have very specific requirements when it comes to how they run their consulting and environmental management certification businesses. They needed a solution that was flexible enough to model their complex business process and certification models, they also needed a provider that could heavily customize a solution to meet these organisational requirements.

EC3 Global required a solution that has the potential to grow with their organisation, adapt as they adapted their business processes, and also support the complexity within their existing manual business processes that needed optimization and automation.

EC3 Global have strong plans to where they want to take the new solution, they needed a provider that could work alongside their internal IT division to guide and advise on the best approach to specific requirements and problems. Integration with their existing proprietary systems was a long term plan, they needed a solution that would support the plan for the future and a provider that could guide them when needed.

The Solution

TTS deployed an on-premise implementation of Microsoft Dynamics CRM 2011 at EC3 Global. As the project was heavily weighted in the customizations phase, TTS consultants worked alongside EC3 Global consultants and IT staff to identify and assess the detailed requirements and problems that needed to be addressed by a custom CRM solution (XRM).

Through a prototyping methodology devised by TTS using Microsoft Sure Step, EC3 Global stakeholders were key in the evaluation and review of the developing XRM solution. Weekly review workshops held at the EC3 Global head office in Brisbane helped identify the finer detail and deliver a solution that fitted the customer need.

With the first phase of the project live as of December 2011, further phases of the project are aligning to integrate 3rd party solutions and processes.

Month Day Year

TTS

TECHNOLOGY AND TRAINING SOLUTIONS

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