

TTS

Case Study

Microsoft Dynamics AX Connector

Sunny Queen

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“Quote from Bob.”

Bob Yarnold - IT Manager at Sunny Queen

Microsoft Dynamics AX Connector



Helping Sunny Queen integrate CRM Sales Pipeline with AX order processing operations...

As an iconic Australian brand, Sunny Queen have been producing eggs since the 1930's and are 100% Australian owned business. Based just outside of Brisbane, Sunny Queen hold 70% of the egg manufacturing process in Australia.

The Brief

The Sales department at Sunny Queen required a system that would allow Sales staff to track and manage their customer sales pipeline in real time. The interface to the solution has to be intuitive, actively reducing time spent managing and tracking Sales activity through automation of Sales processes.

Administration of sales data was maintained in Microsoft Dynamics AX. Its was critical that information and activity recorded by front-end Sales staff linked through to the information and orders held within AX. Having a snapshot of one customer across all systems without duplicates was highly desirable.

Automating sales pipeline business process with emphasis on low administration overheads was a high priority.

The Solution

TTS worked together with the Sunny Queen Sales and IT departments to analyse existing business processes and formulate a requirements specification and design for the new system.

TTS automated front-end sales operations through Microsoft Dynamics CRM, integrating activity with Microsoft Dynamics AX and synchronising records using the Microsoft Dynamics Connector. The solution provided Sunny Queen with a Single Point of Truth (SPOT), actively reducing administration overhead and duplication.

TTS further developed the solution to integrate Customer data, Product information and Price Lists.

Visit www.ttsolutions.com.au to read our full case studies, or call **1300 667 577** for further information.

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