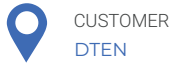


How dotSolved Helped DTEN Streamline Their Processes and Operations with a Unified ERP-CRM -Ecommerce System



CUSTOMER
DTEN



Application
NetSuite ERP -Salesforce
CRM - Mulesoft - Magento



INDUSTRY
Communications



Solution
Financials, Inventory,
Supply Chain, CRM, Ecommerce

OVERVIEW

Founded in 2015, DTEN builds award-winning collaboration solutions that combine all-in-one cutting-edge features, plug-and-play ease, high-quality performance, and affordability. DTEN 's Zoom certified appliances and integrated service subscriptions revolutionize the way teams around the world connect, communicate, and collaborate.

CHALLENGE

DTEN was dealing with legacy systems, which resulted in data and information silos across their enterprise. DTEN also faced customer and order management process issues that prevented them from effectively targeting prospective customers with tailored offerings. One of the key asks from the C-Suite was to realize ROI as quickly as possible and to have clear visibility of the Customers' needs and trends. Also, there was no centralized control, monitoring, or repository for all data, hence no unified access. DTEN faced poor Sales pipeline accuracy for B2B and B2C customers.

DTEN sought a partner to advise on the process, systems and sequencing the implementation for an integrated solution that can streamline its business functions.

SOLUTION

After analyzing multiple stakeholder requirements, dotSolved presented a business case that consists of the following:

- Business Process Reengineering - remap, optimize processes
- Implement CRM to have a 360-degree view of the customer
- Enable Product and Lead -> Opportunity -> Sale Pipeline
- Build interfaces to CRM from the existing legacy system to provide Order fulfillment& Shipment information
- Implement an ERP system to consolidate their legacy Manufacturing, Construction, and Shipping business functions in a single solution

dotSolved and DTEN jointly led the project. dotSolved helped digitally transform their business and replaced legacy processes and systems with Salesforce CRM, NetSuite ERP and Supply Chain capabilities, and Mulesoft-based integrations to other critical business systems.

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The strategic decision to implement Salesforce CRM provided immediate and expected outcomes:

- ✔ Clean and accurate Customer Data and 360 view of the customer
- ✔ Faster realization of ROI due to the speed of CRM implementations
- ✔ Greater visibility to the Sales and Marketing team on products and order status

Within weeks after the ERP implementation, DTEN operates efficiently due to following key capabilities:

- ✔ Comprehensive suite of Financial processes and Systems
- ✔ Better Inventory Management and Controls
- ✔ Better Order Pipeline management with CRM interface
- ✔ Excellent supply chain Management

At the end of the CRM, followed by ERP and system integration efforts, DTEN was able to:

- ✔ Realize a single, holistic system and eliminate siloed enterprise areas.
- ✔ Improve workflow and enable shared functionality, data, and operational processes among all employees.
- ✔ Empower their users and improve customer services

Contact us today to find out how dotSolved can help you optimize, support, and scale your business and realize technology benefits that produce immense ROI.



dotSolved, headquartered in Silicon Valley, USA, is a leading global business process automation provider, modern application engineering, and cloud infrastructure services. dotSolved enables digital transformations for small, medium, and large enterprises in HiTech, BioTech, CleanTech, Energy, eCommerce, Retail, and Insurance industries.

Woman and minority owned enterprise



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