



Assistance PSA for Microsoft Dynamics CRM 2011

Case Study

CHR Solutions chose Assistance PSA, a true xRM solution developed in CRM 2011, for Professional Services. One major goal for CHR Solutions was to replace 4 systems with one embedded solution on a single platform and in a familiar Microsoft user interface. The results : Lower costs and increased productivity.

Why Change?

“We are on an aggressive growth path: 3 years ago we had less than 100 employees and today we have 500. Part of the challenge is that we need 4 different systems to operate our business, aside from standard accounting!” Corporate CTI/CIO Shafique Pappa explains when asked what motivated CHR Solutions to change their legacy system.

“We currently work with 4 different packages: Professional services automation, Sales force automation, HR and IT Service management but none of them integrates with the others. We tried to build a data warehouse to bring all the data into a single system but it became quickly obvious that this would be a very cumbersome and time consuming process. The integrity of data was also always suspect because as you integrate systems, the more systems you integrate, the more complexity you have.”

‘We chose Microsoft CRM over Salesforce.com because we had internal expertise and the costs were significantly lower.’

“We then decided to look at how we could consolidate our systems into a single platform and came across Microsoft Dynamics CRM. We compared it against Salesforce.com solution and chose Microsoft for 2 reasons: We had internal expertise on the Microsoft platform and the costs were significantly lower than they would have been under Salesforce.com.”

“With Microsoft CRM we have a strong sales force automation tool. Fully embedded in CRM, Assistance PSA will provide us with a complete professional service solution that will allow us to keep track of time and expenses by project, do billing and manage our HR functions. We are also in the process of selecting a third party product to add IT service management to the CRM platform.”



Client: CHR Solutions
Web Site: www.chrsolutions.com
Number of Employees: 500

Headquarters: Houston, TX
Regional Offices: USA and India
Customers: North America, Island Nations and Middle East.

Profile:



Shafique Pappa, Corporate CTI/CIO

CHR Solutions is a leading provider of technology solutions and business operations services to Communications Service Providers around the world.

For over 60 years CHR Solutions has maintained a dominant market position with Tier 2/3 services provider. Today it is the largest provider of services and solutions to the rural telecommunications market serving more than 800 U.S. telephone companies, Internet companies, cable TV providers and wireless companies.



Why Assistance PSA?

“The ability of Assistance PSA to make its timesheet module look very much like Outlook in terms of entering time and the functionality of retrieving Outlook calendar appointments into the timesheet were important features in our evaluation process. The solution makes it extremely easy for users who live off their calendar to quickly go in and enter their time.”

“The SharePoint integration and the ability to create SharePoint sites per project were also significant features that we are looking forward to implement. This will allow us to collaborate with clients and other stakeholders in our projects.”

‘Assistance PSA makes it extremely easy for users who live off their calendar to quickly go in and enter their time.’

What about the benefits?

“Assistance PSA is not adding any specific new functionality for us as a Professional Services package; however, it has all the components to satisfy our needs in addition to being fully embedded in the familiar Microsoft Dynamics CRM platform.”

“We are a very command control organisation: we have processes for almost everything we do. To put this in place, however, has required a significant effort for the last 3 years. The result, of course, is worth it but will become truly significant once we have completed the implementation. With Microsoft Dynamics CRM 2011 and Assistance PSA, we will have a significant increase in efficiency as a lot of redundant actions that are done today will be eliminated.”

“Because everything is now in one single platform, the information will be provided to the managers in a timely manner with daily dashboard and visual KPI that they can monitor and follow. This capability is a big win for our organisation.”

‘The dashboard and reporting capabilities will get you the KPI driven organisation that you want.’
