



CASE STUDY

Cinetix Solutions Delivers... Content Management & Search Tool Helps Microsoft Realize Sales Potential

The Challenge:

Your salesforce needs enterprise-wide, consistent tools to meet their sales targets

Optimizing mountains of data to streamline and create consistent actionable information is a formidable challenge for Microsoft Corporation's US Enterprise Product Group Sales Team. Prior to this content management consolidation and Business Intelligence effort, the critical assets were spread across individual desktops, varied ad hoc SharePoint sites, file shares, email threads, and the CRM system. The information was not searchable nor consistently accessible by geography, account hierarchy, or team role.

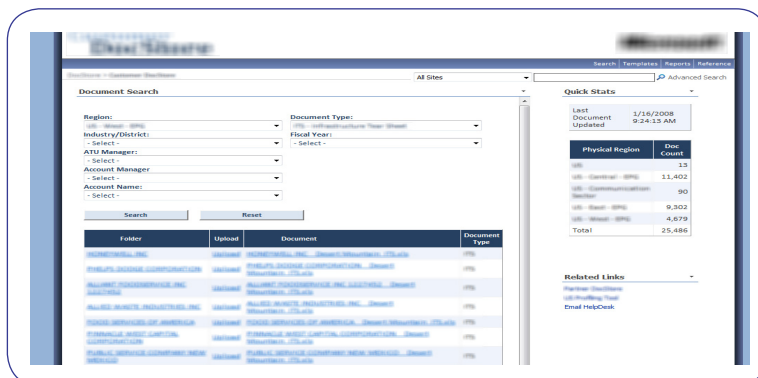
Our Solution:

A single tool to organize and quickly access your data

Recognizing the need for experienced vendor support, Microsoft brought in proven solution providers from Cinetix Solutions. Our consultants helped to identify and refine business requirements and provide project leadership in executing the development, test, and delivery of the solution.

- Utilized SharePoint to create a content management system to provide "one-stop" shopping for the 100K plus document library
- Created a one-page account level dashboard "cheat sheet" to refresh the entire account team on the most important account information
- Created a simple ASP.NET user interface to allow browsing and searching by customer, sales role, account hierarchy and geographical hierarchies as well as keywords
- Created a data mart and associated ETL to consolidate the data into key decision support documents
- Provided summary and detailed reporting that tracks account document compliance and supports the Microsoft sales methodology

Search Tool



Key Benefits

The key benefits for the Microsoft EPG Sales teams include:

- Single point of access for Sales Assets
- Strong search capabilities across all Sales Documents
- Document browsing by geography, account hierarchy, and team roles
- Leverage Active Directory for Single Signon and Authorization
- Leveraging SharePoint Server for user interface and security
- Increased ability to tracks sales progress & methodology compliance

Key Technologies

- Microsoft Office SharePoint Server 2007
- SQL Server 2005
- ASP.NET
- SQL Server Reporting Services
- SQL Server Analysis Services

How Can We Deliver For You?

Cinetix Solutions delivers on challenging IT projects with a team passionate about excellence.

- Project Leadership
- Enterprise Data Modeling
- Dashboard Design
- Data Automation & Batch Excel Document Creation

Contact us for
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