



A successful migration to a **bespoke cloud-based solution**

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PROJECT OVERVIEW

Client:



Technologies Included:



Industry:

Manufacturing & Distribution

Country/Region

UK

About

RAYLEIGH INSTRUMENTS

Rayleigh Instruments Limited is UK's one of the leading manufacturers and suppliers of process control instrumentation equipment and the exclusive UK distributor for some of the prominent manufacturers in Germany, Italy, India, China, and the United States. Their core mission is to offer customers top quality and competitively priced products and systems, with the best possible technical and customer support.

They deal in extensive range of energy monitoring products including current transformers, kilowatt-hour (kWh) meters, multifunction power monitors, measuring transducers, data loggers, communication interfaces, and software.



CHALLENGES

#1

Rayleigh Instruments were using an outdated on-premise ERP system, integrated with Bolt CRM. Their system was ineffective due to its limited scope, roadmap, and support.

#2

They needed to migrate their data from old CRM to Dynamics 365 and needed the best fit mapping with minimal migration cost and a bespoke migration solution carefully designed for them.

#3

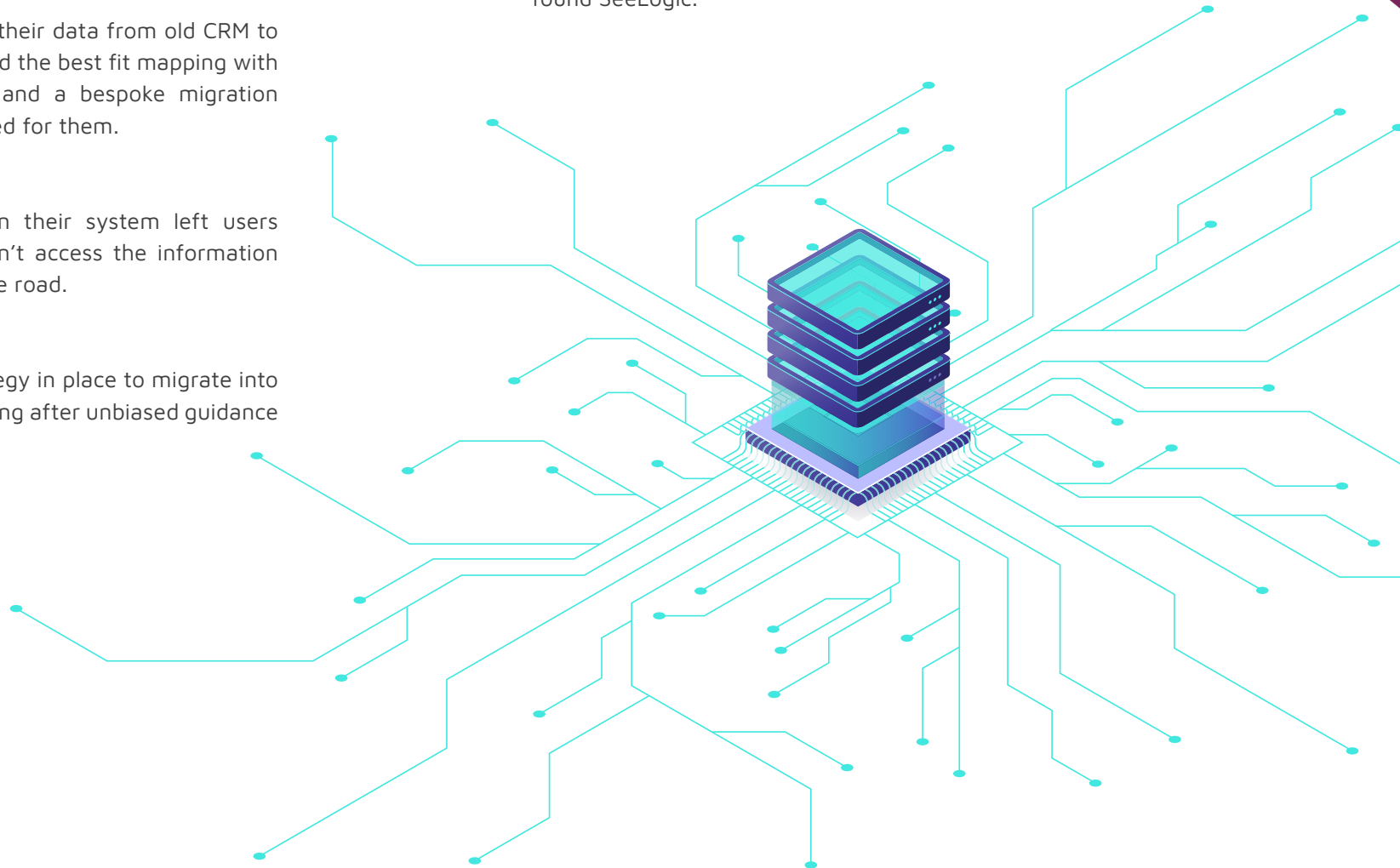
The visible limitations in their system left users frustrated as they couldn't access the information they needed whilst on the road.

#4

They already had a strategy in place to migrate into the cloud but were questing after unbiased guidance on their cloud strategy.

#5

They needed expert counselling on the 'pros' and 'cons' of the market-leading products to understand the total cost of ownership, hidden costs, configurability, product roadmap, future roadmap, and user adoption which was lacking until they found SeeLogic.



OUR APPROACH

Collaborating with a trusted advisor proved to be the key to resolving Rayleigh's challenges. When Rayleigh Instruments approached SeeLogic with issues (which most business encounter) with their existing legacy system, we **quickly understood the scope and helped them map their strategy**. After carrying out an **in-depth analysis** which comprised of **discovery workshop, system health check, business process mapping, and fit-gap analysis, Microsoft Dynamics 365** was chosen as the preferred solution as it turned out to be the **best-fit solution** for their project requirements. It facilitated the firm, and the users reap more rewards from their existing Office 365 investment.



Discovery Workshops:

Our lead consultant worked with Rayleigh to provide an overview of the capability of the cloud platform, understand their current 'as is' business processes, 'what's working well (or not) within their current system, and what the future business processes could look like.



Business Process Mapping:

A full discovery process of requirements and an end-to-end business process review was carried out. This was to identify gaps in the organisation that new processes could address, remove unnecessary processes, and likewise, create new processes.



Fit Gap Analysis:

Our consultants then reviewed their requirements to produce a 'Fit-Gap' analysis to determine what business application platform will provide the greatest level of fit with 'out of box' functionality.

SOLUTION

We worked with Rayleigh team to plan the best cloud strategy, operating prototype, and roadmap, merging our deep business acumen with technology insights.

As the project kicked off, the initial goals were to migrate their sales and quoting to Microsoft Dynamics 365. The next steps were to include their orders, stock management, and invoicing onto the same solution which would enable them to turn off their outdated on-premises deployment.

Within a short period of time, SeeLogic helped Rayleigh Instruments meet the business requirements of **migrating their outdated on-premise system to the Microsoft Dynamics 365 cloud**. SeeLogic was also able to provide a quoting solution that integrated with their existing on-premise tools which helped them in their transition to the cloud.

SeeLogic helped Rayleigh execute a seamless migration to the Cloud that is **agile, safe, and cost-effective**.



RESULTS

With Dynamics 365 cloud implemented, Rayleigh Instruments now has a future-proof, flexible and scalable platform to help support future growth. The SaaS licensing has also helped reduce the total cost of ownership since there is no longer any hardware to maintain and most updates can be made by Rayleigh system administrators, rather than having to rely on developers as they did before. SeeLogic also developed a device-agnostic solution for customers' quoting that resulted in shortening the sales process. The Sales and quotation migration to the cloud has increased data accuracy and reduced the risk of errors as well as training costs for new members of staff.

Working with SeeLogic has not only helped us see the benefits of the cloud, but also guided us through our cloud strategy. They really understood the challenges we were experiencing with our old system and worked with us to improve and align our business processes to Dynamics 365. Our sales team really love using our new solution and being able to simply and quickly access all the information on the go. The sales management and reporting capabilities are a huge improvement too and save hours of time each month."

- Rayleigh Instruments



BUSINESS BENEFITS TO RAYLEIGH INSTRUMENTS



A single view of customer and stock levels through integration to ERP system



Business processes and form fields etc. can be updated simply by administrator-trained users, without over-reliance on partner



Reduced cost of ownership by negating the need to maintain in-house infrastructure or rely on developers



Better visibility of the sales pipeline and sales teams' activities



Shortened sales process through the use of the new quoting solution



Higher productivity rates due to Dynamics 365's integration to Office 365, and AI-powered relationship insights providing the sales teams with relevant information at the right time



Smooth migration from an outdated on-premises system to the cloud

ABOUT **DOGMA GROUP**

Dogma is a group of companies helping you understand the fuller picture of cutting edge technology and implementing it effectively. This drives real outcomes around transformation, actionable insight, customer experience, and operational efficiency.

Dogma includes four specialist companies: SeeLogic, SeeLogic International, SiriusApp and DynamicAI. As single businesses, these provide focus and deep knowledge in their area of expertise: as a Group they provide integrated services offering you a greater breadth and bigger outcomes without the need for multiple suppliers and the challenges that can entail.

TAKE THE NEXT STEP

Want to witness the power of Dynamics 365 Business Central for yourself?

TALK TO THE EXPERTS

Dogma Group, Your Trusted Advisor

Don't take our word for it, **call us today** on **01296 328 689** to arrange a no-obligation demonstration.

