

Selecting the most agile CRM & ERP solution to kick-start a leading Food Production company's digital transformation journey

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COMPANY OVERVIEW

Industry:

FOOD PRODUCTION

Consultancy Provided:

- ✓ Product agnostic approach
- ✓ Business process workshops
- ✓ User story mapping
- ✓ AS-IS and TO-BE business process mapping
- ✓ Fit gap analysis

Country:

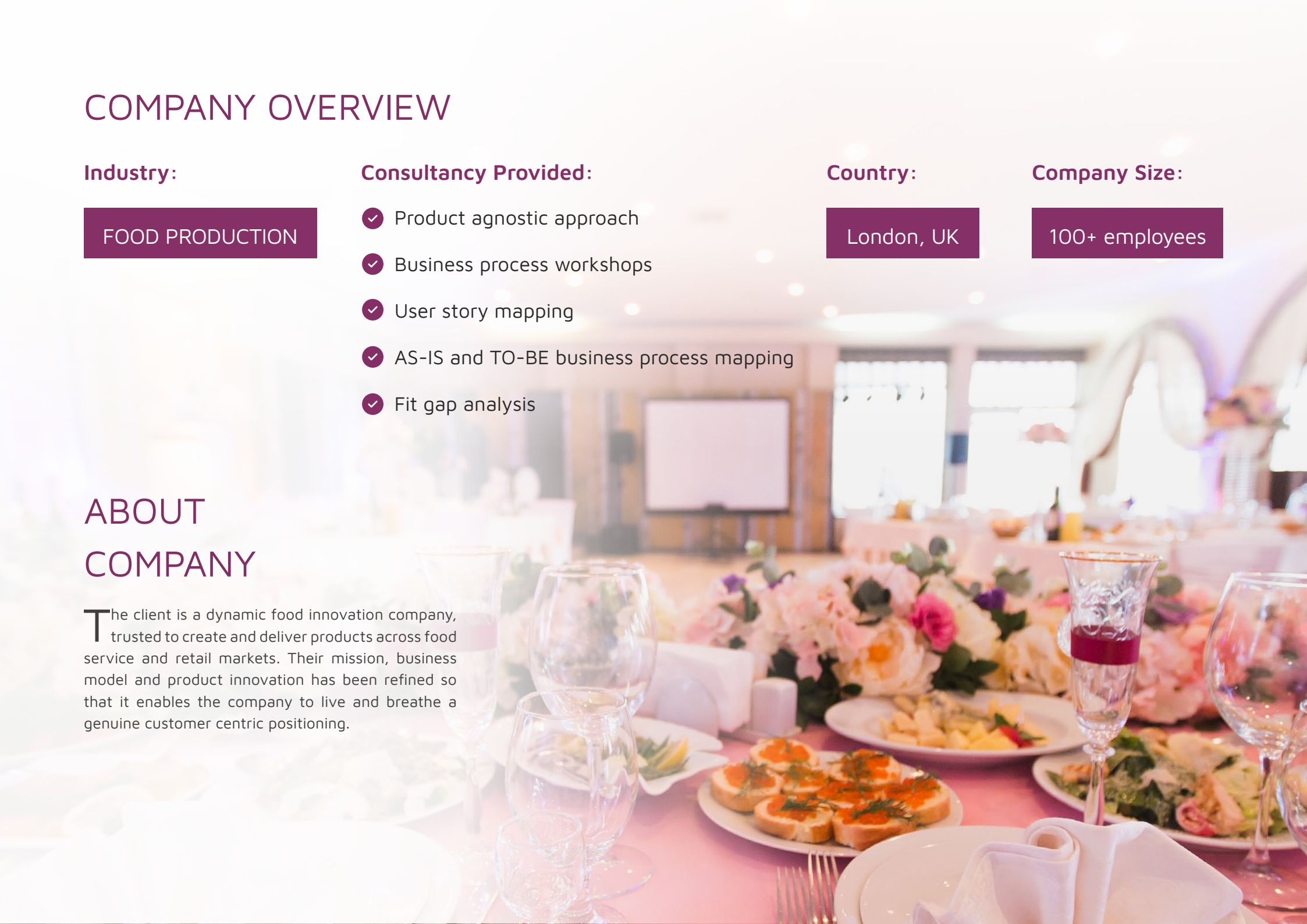
London, UK

Company Size:

100+ employees

ABOUT COMPANY

The client is a dynamic food innovation company, trusted to create and deliver products across food service and retail markets. Their mission, business model and product innovation has been refined so that it enables the company to live and breathe a genuine customer centric positioning.



PROJECT SUMMARY



A leading food production company was going through digital transformation and realised the need for **more resilient, and agile systems** to support their growing finance, sales, marketing, account, and warehouse divisions.



Dogma Group was selected to carry out a **full discovery process** of the client's business requirements, to develop a vision of new "To-Be" processes, and advise on the strategic direction and the selection of a new CRM & ERP solution.



The client was using a range of disparate systems that created silos and did not provide the level of interconnectivity and performance needed to help with the changing business environment.



Dogma Group helped the client solidify their vision and gather functional requirements with a **product-agnostic approach** to evaluate market leading business applications in determining the 'best-fit' product.

CLIENT'S CHALLENGES

Disconnected Systems leading to operational failure

1

Data Silos Across All Divisions

- As the client was scaling their business across different divisions, their operations became inefficient with data silos across all their divisions with disparate systems. There was a lack of connected interfaces, making them reliant on few people in the business to conduct minor operations.

2

Embracing Digital Transformation

- They realised the need to transform their business digitally as their current system was becoming exceedingly difficult to manage.
- They were looking for a system that provided flexibility to quickly adapt to new market opportunities, to support new business processes with a 360-degree view of the client, to better manage the sales pipeline, and the ability to forecast demand.
- Overall, they needed a system that was secure and could be accessed remotely and across all devices.



APPROACH & SOLUTION

Step #1: Discovery Session with Product-Agnostic Approach

Dogma kicked off the project with a series of **Discovery Workshops**, which was facilitated by our experienced consultants and Centre of Excellence—a team of trusted experts in CRM, ERP, HRM and business enablement technologies, working hand in hand with the client's "subject matter experts" to review their current systems as per following aspects:

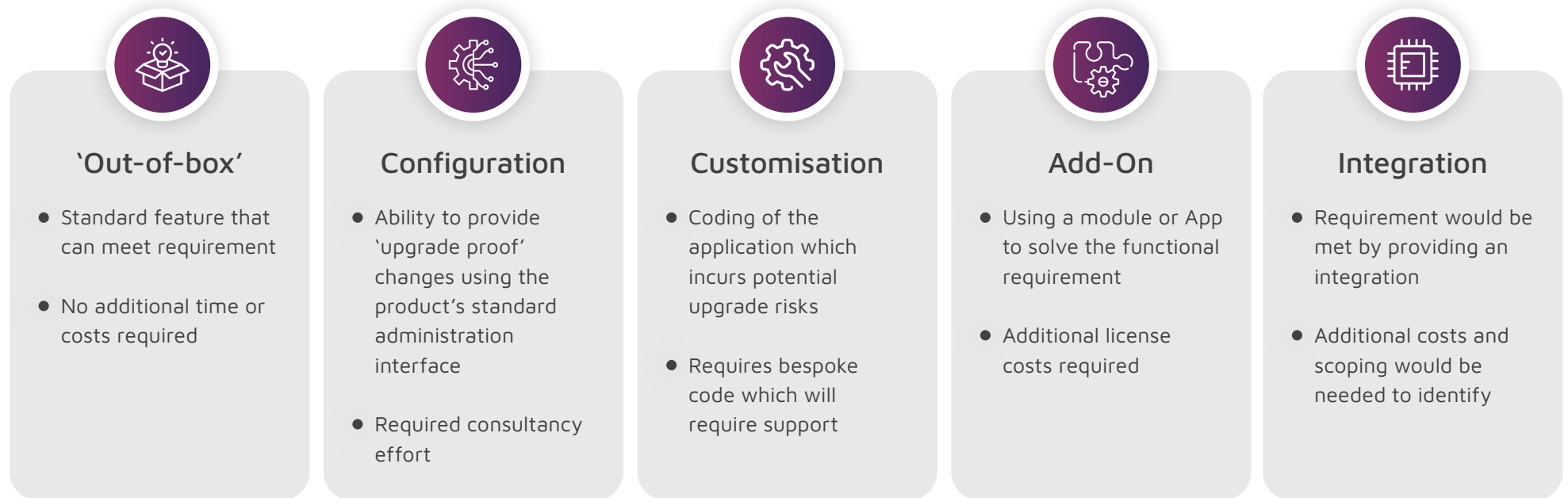
It covered the necessary Analysis and Design work to agree on the detail of the client's **200+ requirements**. Dogma Group then proposed a product-agnostic approach to help them decide which solution is best fit for their organisation, and mapped out the business strategy accordingly. We carried out a thorough demonstration of market-leading solutions: **Salesforce and Microsoft Dynamics 365**.



Step #2: Fit-Gap Analysis

Dogma carried out a '**fit-gap analysis**' against their requirements across both the solutions (Salesforce and Microsoft). This was to provide a detailed understanding of how each product could meet its requirements in terms of features, functionality, and cost.

The following levels of "fit" were assessed:



Dogma also offered the **best pricing guidance** for the implementation of the desired product, **license costs**, and a clear set of '**to be**' **business processes** and **functional requirements** to underpin the implementation.

Our proven set of activities during the discovery and fit-gap session ensured the Food Production company's team that **Microsoft Dynamics 365** was the best-fit solution to embrace their digital transformation journey.

PROJECT OUTCOMES


Best Fit Solution Consultation and a Robust SaaS Roadmap

- 1 Dogma presented the best-in-class Dynamics 365 solution architecture that can be easily implemented into their current system.
- 2 We supported the client to solidify its vision and gather functional requirements to evaluate Dynamics 365 and Salesforce to help them map their business strategy through **impartial guidance**.
- 3 We architected a solution and approach that allowed them to transition away from their current tools into a new platform and **realise the benefits of a SaaS Cloud-based platform**.
- 4 We helped them understand and **lower the 3-5-year cost of ownership** of each solution and the license types required.




Finance	HR	Payroll	Data	Marketing	Service
Opportunities	Leads	Documents	Contacts	Customers	Suppliers
CPQ	Quotes	Orders	Customer	Stock	Invoices
Employees	Benefits	Payroll Ledgers	E-Mail Traffic	Invoices	Orders
Posts	Compensation	Time & Attendance	Big Objects	E-Mails	Web Traffic
Skills	Benefits	Staff	Insights	Cases	Omni-Channel

WHAT OUR CLIENT SAYS



On a personal level, it was really helpful how Dogma Group made us see the way the licenses build out. This will inform my thinking on some of our requirements and prioritisation thereof. The Discovery Workshop was a really good session – the process flow maps presented by Dogma team are much easier to interpret than streams of text or dialogue. They were an ideal partner for us-- knowledgeable, helpful, and agile. We would like to keep working them in the future as they have been our most trusted advisors in developing a scalable and future proof solution.



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.

Dogma Group, Your Trusted Advisor

TAKE THE NEXT STEP

Want to leverage our expertise for your next project?

TALK TO THE EXPERTS

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