

# Microsoft Dynamics™ CRM 4.0 for Capital Markets

## White Paper

---

Finance Company Implements Microsoft Dynamics™ CRM  
Solution to Improve Business Process and Productivity

**“Religare Technologies has customized Microsoft CRM specific to the Capital Market industry. It has empowered and enhanced Sushil Finance’s customer experience.”**

#### Overview

Country or region: India  
Industry: Financial Services

#### Customer Profile

Sushil Financial Services was established in 1982 as a proprietary concern with focus on underwriting and marketing initial public offerings. Since then, it has grown into leading stock brokering firm in the country, which provides investors with products and strategies to enable not only wealth creation but also wealth protection.

#### Business Situation

Keeping in mind the growing business, the company wanted to provide adequate customer services and reporting capabilities. It wanted a powerful, affordable, and scalable customer relationship management (CRM) solution.

#### Benefits

- ▶ Lead Routing and Management
- ▶ Improved MIS Reports
- ▶ Increase Business Opportunities
- ▶ Improves Business Management
- ▶ Secures Customer Information
- ▶ Increase Market Research
- ▶ Improved E-mail Campaign
- ▶ Flexible and Customizable Solution
- ▶ Simplifies Development

#### INTRODUCTION

Sushil Financial Services (Sushil Finance) provides a wide range of financial services such as online trading, stock broking, commodity futures trading, portfolio management, marketing initial public offerings (IPO) and mutual funds, depository services, and investment advisory. The company however lacked a comprehensive customer management tool that would allow employees to enhance customer relationship. In order to optimize the success of the company, Sushil Finance chose to deploy Microsoft Dynamics™ CRM 4.0. Religare Technologies has customized this solution to the specific requirements of a financial services company. Now, the company has a robust solution that easily and economically integrates into the company’s current systems and delivers functional and technical capabilities that support business operations.

#### SITUATION

With growing business requirements, Sushil Finance needed ways to maintain compliance while remaining productive and competitive. For this company needs accurate data that helps them in making right decisions at the right time. To enhance market presence and provide excellent customer service, company needed an adaptive solution to the changing business environment.

#### SOLUTION

Sushil Finance chose Religare Technologies to implement Microsoft Dynamics™ CRM solution as we best met their requirements. The following modules of CRM were implemented:

- ▶ Lead Management
- ▶ Contact Management
- ▶ Channel Partner Management
- ▶ Campaign Management
- ▶ Investment Research
- ▶ IT Help Desk
- ▶ Reporting Automation/Compliance reporting automation

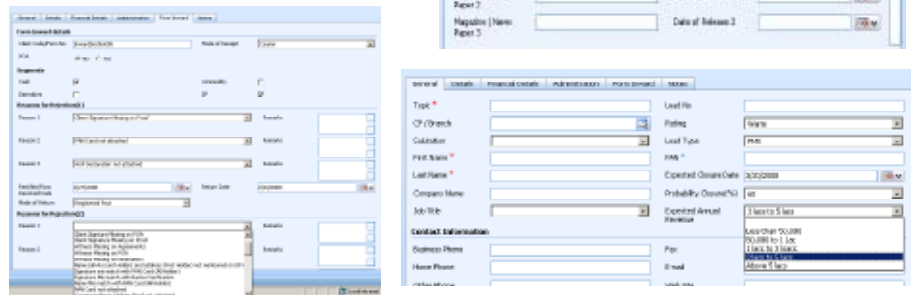
#### CUSTOMIZING CRM FOR CAPITAL MARKET INDUSTRY

Religare Technologies has created a vertical based solution for the Capital Market industry. These solution templates were used to develop a solution that was specific to the requirements of Sushil Finance. Our solutions and templates enabled us to effectively customize the solution and implement them to the satisfaction of Sushil Finance.

Some of these vertical based solutions that we have put in place are discussed further.

### Template Driven Approach

To provide a vertically focused CRM solution, Religare Technologies has evolved a **template** driven approach. We have developed standard templates for a number of CRM functions. These have been used for implementing a customized solution for Sushil Finance.



“Microsoft Dynamics™ CRM 4.0, an enterprise class CRM solution, which is used all across the globe by various customers for automating business processes, met our biggest requirement of organizing, storing, and accessing customer data effectively.”

Mr. Viral Parikh, Director,  
Sushil Financial Services

### Application Integration Framework

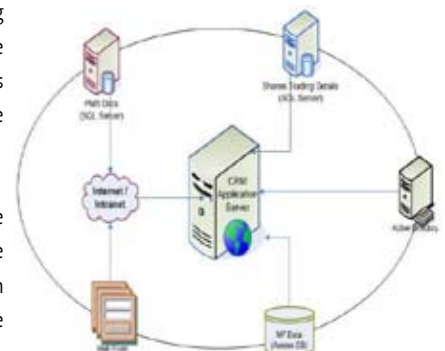
Any CRM implementation involves integration with existing enterprise applications. This would be needed to avoid duplication of data and the complexities of fresh data entry. Religare Technologies has approached this by developing a **framework** which can be used to integrate with existing applications. Components of this framework along with integration scripts could be customized to connect your MS SQL Server databases or interface with the databases of your other applications. We also have standard modules to talk to the LDAP directory services.

All financial services companies have large existing applications that are being used internally. Sushil Finance was no different. Some of these internal applications were:

1. Portfolio Management System (PMS) containing details on customer portfolios
2. Shares Trading System containing details on the customer transactions
3. MF Data : Mutual Fund details

Religare Technologies built custom interfaces using the framework with these external systems to get the data into the CRM database. This avoided needless manual input of data and also facilitated online synchronization of data.

The technology implemented for interfacing these systems were varied based on the technology of the existing applications and used Enterprise Application Integration solutions such as web services, database replication, and custom listener services.



### Configurable Workflow Engine

Religare Technologies understands that security is paramount to the Financial Services industry. A high level control for seeing and viewing the information is a necessity. Our CRM solution comes with a configurable workflow engine for putting in place the security aspects of the application. High level of data security in terms of who sees what has been implemented.

## Partner Profile

### About Us

Religare Technologies is the IT Services business of the Promoter group. The Religare Technologies umbrella includes Religare Technova IT Services Limited, which provides Enterprise IT Solutions and Religare Technova Business Intellect Ltd, which provides Knowledge Management Solutions.

Currently with over 2000 employees and presence in over 10 countries, Religare Technologies is poised to be a leader in the global IT space. The group entities have partnered with IT majors, Independent Software Vendors (ISVs) and Internet companies to provide a broad spectrum of IT services, products and solutions to their customers. Religare Technologies focuses on clients in key verticals such as Banking and Financial Services, Insurance, Capital Markets, and Health Sciences.

### For more information write to:

connect@religaretech.com or visit us at:  
www.religaretech.com

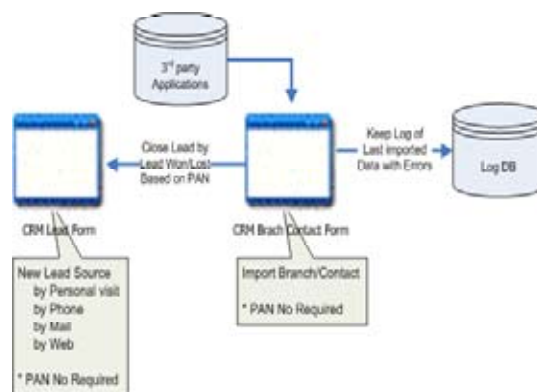
For more information about Microsoft products and services, go to: www.microsoft.com

## Data Security Through an Organization Structure

The organization structure has been electronically captured in the CRM application. Based on this organization structure, rules have been defined for each level of the organization. The data access rights and permissions for departments and individuals are thus defined with reference to the organization structure and stored. This enabled Sushil Finance to implement these rules effectively and uniformly across the organization. Any changes to the rules can be done easily by Sushil Finance using this template.

## Process Flows

Having worked in the Capital Markets area for well over a decade, RTITSL has good knowledge of process flows within such organizations. Based on this experience, we can understand the process flows quickly and can implement CRM customization to match the process. This knowledge base was put to good effect at Sushil Finance. It enabled us to quickly understand the current process and implications on the CRM system to maximize benefits for Sushil Finance.



## Specialized CRM Functions

This section discusses some specialized functions we have implemented for Sushil Finance.

**Lead Routing and Management:** Religare Technologies implemented an automatic lead routing feature to manage leads. This routed the leads to sales persons based on a pre-configured setup. Features to manage the leads by implementing filtering and other data management concepts, enabled effective management of the leads and the sales funnel.

**Improved MIS Reports:** Religare Technologies implemented customized reports for Sushil Finance for better management tracking and control. Some of the MIS reports that are implemented in Sushil Finance are:

- Leads by Source
- Follow-up Data Report
- Neglected Leads
- Lead Activity Report
- No. of Queries pending in Each Department

**Integrated Customer Service:** Using many expanded capabilities of Microsoft Dynamics™ CRM, such as end-to-end relationships and improved workflow, Religare Technologies has been able to provide Sushil Finance the capability to streamline and manage customers' queries.

Microsoft, Microsoft Dynamics, Microsoft Dynamics CRM, Office, the Office logo are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are property of their respective owners. Microsoft offers no expressed or implied warranty or guarantee for any of the products included in this catalogue. Support & quality assurance of these software products & services are solely the responsibility of the Microsoft Dynamics Partner.