



xRM Case Reference

Paramount Pictures leverages CRM and the Streamline Solutions "Workspace."

"Streamline Solutions went above and beyond the basic needs of our project!"

David Rinell
Paramount Pictures

Customer: Paramount Pictures
Web Site: www.paramount.com
CustomerSize: 1000+ employees
Location: Hollywood, CA
Industry: Entertainment & Recreation



Customer Profile:

Paramount Pictures Corporation is a major American motion picture production and distribution company, based in Hollywood, California. Founded in 1912, it is the oldest running movie studio in Hollywood, beating Universal Studios by a month.

Software and Services:

- Microsoft Dynamics CRM 3.0
- SQL Server 2005
- SQL Server Reporting Services
- Sharepoint Server

The Challenge

At the time, the Paramount department that we were dealing with was using a Sharepoint to track the production of products made in multiple versions. Unfortunately, the existing systems did not have any relationship management between records. The only way to track each type of unit was to create a completely new asset. This then led to an inability to link all of the different versions together and left an imperfect view of production.

For example, DVDs get made in different languages, like all products these DVDs needed to be tracked for inventory. Without being able to do this correctly Paramounts data base was bloated and disorganized. Each DVD had to have its own separate entry for each language that it was made in. This inefficiency led to a loss in not only time, but also money.

The Solution

Paramount Pictures began using Microsoft SharePoint Server to manage both customer and license information. While this was doable for a time SharePoint was not able to fulfill everything that Paramount was looking to do. With continued use a true CRM application was required to track the numerous activities and relationships that were being generated. Microsoft Dynamics CRM was the natural evolution of their business application.

Once Microsoft was consulted xRM was approached to address the issue and complete an implementation. Paramount wanted a system to track their product, while at the same time giving them the ability to create a relationship between all of the different versions of each product. xRM worked to build a customized version of Microsoft CRM 3.0 that would fulfill these needs.

Microsoft CRM was leveraged to create the necessary entities and relationships and brought its native functionalities of managing the sales cycle right from the Outlook client.



Networking Infrastructure Solutions
Microsoft Business Solutions
Hosting Solutions



About Streamline Solutions:

xRM, LLC was founded in 1997. We are a Microsoft Gold Certified Partner with competencies in advanced infrastructure solutions and Microsoft Business Solutions. Our value proposition and services are delivered by way of our hosted Microsoft infrastructure. We are committed to providing a scaleable, redundant, and state of the art infrastructure that allows our customers to leverage technology to its fullest.

Our hosted environment allows our customers to leverage our experience, expertise, and investments while at the same time allows us to leverage our people, our solutions, and the internet to provide ongoing state of the art technology solutions for our customers.

Our appreciation, loyalty, and service to our customers is what has made us successful.

We look forward to the opportunity of working with you.

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SQL Reporting Services was put into place as a powerful analytical tool. The Microsoft Dynamics CRM embedded reporting engine integrated smoothly with m Microsoft SQL Server to generate compelling data reports for Paramounts decision makers.

The Benefits

Through Microsoft Dynamics CRM adaptive workflow Paramount was able to automate processes alleviating mundane vital work. Time consuming repetitive task could now be taken care of by the CRM system giving more time to be focused on other tasks. Flexibility was added in case of the need of future growth with the added benefit of the familiar environment of Microsoft Outlook.

SQL Server 2005 took over data management allowing not only CRM but also other software packages to utilize stored data. Downtime issues were minimized while adding a higher level of security to protect key information. This was a key part of Paramounts solution, allowing scalability, manageability, and reliability to database administration.

Analytics could now be done through SQL Server Reporting Services. Giving reports directly to Microsoft Office in not only traditional paper oriented reports, but also into an interactive web based report. A real time reporting service was not able to be accessed to assess daily operations to direct decisions.

“We really felt that Streamline Solutions went to bat for us to make sure we got everything we needed.”

Al Prado
Paramount Pictures

