



xRM Case Reference

Showtime turns to Microsoft Dynamics CRM for it's new business venture.

Customer: Showtime
Web Site: www.sho.com
CustomerSize: 1000+ employees
Location: New York, NY
Industry: Entertainment & Recreation



Customer Profile:

Showtime Networks Inc. (SNI), a wholly-owned subsidiary of CBS Corporation, owns and operates the premium television networks.

Software and Services:

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

Hardware:

- Multiple Dell Servers

“Our vision and use for Microsoft CRM changed drastically after Streamline showed us the powerful development capabilities of the platform. Streamline’s ability to quickly understand the pain points of our business and the revenue flow made them instrumental to our operation. Their customization and development suggestions, not to mention their overall consulting approach, made a lot of sense to our business.”

Pete Kovacs
Director
Showtime

The Challenge

Showtime was in the process of starting a new online gaming venture. This new gaming service would be sold through Internet Service Providers in specific targeted regions. With the gaming industry passing the movie and music industry in annual revenue, gaming seemed to be the next big thing in interactive entertainment

To operate this new venture there was a need for a simple and powerful database management tool. An application that could be used out of the box to get things up and running quickly and also one that would be flexible and scalable so that as requirements changed and the business started exploding, the application could quickly be tweaked to meet the new requirements. Microsoft Dynamics CRM was to be that tool. Out of the box it provided the Outlook UI that everyone was accustomed to thus there would be no new applications or learning curves. This alone was critical as in start up environments teaching new employees how to use applications they have never seen before is very tough. While on the front end usability was the key factor, on the back end more specific needs included scalable data storage, call center management integration, account management, information management, and information workflows. Microsoft Dynamics CRM was able to meet all the immediate requirements and more importantly, provide the development

The Solution

A two phased implementation approach using Microsoft Dynamics CRM 3.0. It was important to get something up and running quickly that provided a scalable database and would allow management to put some best practices in place around database management and customer satisfaction. Additionally, provide a UI that was user friendly and would be easily adopted by the users.



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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As Showtime was already leveraging the Microsoft server platform (Windows, Exchange, SQL, etc), Microsoft CRM made even more sense. The SQL database and the Outlook interface, wrapped around the development platform, made the case for Microsoft Dynamics CRM extremely compelling.

Customer support was a major out of the box requirement and with some slight customizations to field structure and entities, the customer service module in Microsoft Dynamics CRM was ready go. Showtime immediately started using web based case management and knowledge base features to make their customers self sufficient. Tracking relationships with their vendors and strategic partners was also critical and this was accomplished with out of the box Microsoft CRM features. Through analytics and SQL reporting services, Microsoft CRM was then able to provide management with an overview of operations and a summary on customer support efficiency.

The Benefits

- Up and running with out of the box CRM in 24 hours
- Outlook user interface (no learning curve.) High customer acceptance
- Customer Service module ready to go out of the box
- Development platform that is limited to customer's imagination

"Streamline is all about the customer. We are 100% satisfied."

Pete Kovacs
Director
Showtime

