

## CRMD-HSO WIN WIRE: EcoSynthetix

<b>Customer Details</b>	EcoSynthetix is a renewable chemicals company specializing in bio-based materials that are used as inputs in a wide range of end products. The company's commercial products are cost-competitive and exhibit similar performance characteristics compared to the non-renewable products they replace. Our sustainable products allow customers to reduce their use of harmful materials, such as formaldehyde and styrene-based chemicals.
<b>Project Type</b>	Dynamics 365 Business Central
<b>Industry</b>	Biochemicals
<b>Deal Users</b>	5 Users
<b>Problem Solved</b>	EcoSynthetix formerly used Dynamics AX 2012, which was too complex for their needs, and wanted an SMB simplified solution. With AX 2012 being outdated, costly, and more suited for enterprise businesses, EcoSynthetix upgraded to a more modern and cheaper solution with Business Central.
<b>Solution Sold</b>	Dynamics 365 for Business Central

<b>CRMD-HSO Team</b>	Eric Garnham - Senior Account Executive
<b>Microsoft Team</b>	Sydney Spies - Business Applications Specialist



### CRMD-HSO TEAM



**Eric Garnham**

### MICROSOFT TEAM



**Sydney Spies**

