

CRMD-HSO WIN WIRE: Seaspan Corporation

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| Customer Details | Seaspan Ship Management Limited (SSML) is a leading independent owner of containerships, which are leased primarily on long-term, fixed-rate charters to the world’s largest liner companies. They are a trusted partner to their customers, providing them with high-quality modern vessels, best-in-class operations, innovative ship design, and efficient performance. Seaspan Ship Management Limited is a global company employing over 5,200 people through subsidiaries and offices in Hong Kong SAR China, Canada, and India, and onboard 160+ owned and managed vessels. Seaspan Ship Management Limited is a subsidiary of Atlas Corp. and is publicly traded on the New York Stock Exchange (NYSE) under the symbol “ATCO”. |
| Industry | Shipping |
| Solution Sold | Dynamics 365 Sales |
| Deal Size | \$67,000 yearly licensing |
| Challenge | SSML currently employs a bespoke CRM System that is no longer supportable. Replacement of this system affords an opportunity to provide a broad and expandable industry solution that will replace the existing system and provide a platform for the delivery of future capabilities that will provide the business with significant benefits and efficiencies. |
| Outcome/Impact | Dynamics 365 sales enterprise as a new solution is the first phase of a multi-year technology transformation project that will eventually encompass CPQ, Case Management, customer portals, collaboration tools, and extensive rollout of PowerApps and Power Platform. |

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| CRMD-HSO Team | Pierre Bertrand - Senior Account Executive and Solution Architect Carol Kelly - Senior Consultant |
| Microsoft Team | Dan Mennie - Microsoft Business Applications Channel Leader |



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