

## CRMD-HSO WIN WIRE: StarTech.com

<b>Customer Details</b>	StarTech.com is a technology manufacturer, specializing in hard-to-find connectivity parts, primarily used in the information technology and professional A/V industries. StarTech.com services a worldwide market with operations throughout the United States, Canada, Europe, Latin America, and Taiwan
<b>Project Type</b>	Assessment and process Redesign Exercise
<b>Industry</b>	IT and Technology
<b>Problem Solved</b>	The CRMD-HSO team is conducting an assessment and process redesign exercise for their Data Architecture, Marketing needs, and Customer Service processes. The client wants a 360-degree view of their clients across multiple channels to better target their customers and track the effectiveness of their marketing efforts. They are also looking to enhance their customer service interactions and strategy.
<b>Solution Sold</b>	Dynamics 365 Marketing and Customer Service

<b>CRMD-HSO Team</b>	Pierre Bertrand - Senior Account Executive and Solution Architect
<b>Microsoft Team</b>	Jen Senger - Solution Advisor Eric Swenker - Dynamics 365 Specialist




### CRMD-HSO TEAM



**Pierre Bertrand**

### MICROSOFT TEAM



**Eric Swenker**

