

# HSO Win Wire: North America's leading energy infrastructure companies with operations in natural gas, oil and power

Geo:	Canada
Industry:	Energy
Vertical:	Oil & Gas
Solution:	Dynamics 365 Sales
Sales Play:	Connected Sales & Marketing
Date Closed:	June 2022
Won Against:	Accenture and Alithya
MSFT Deal Size:	\$700k (so far this year)
Replaced:	Spreadsheets and older configurations of D365 Sales.

## Customer Situation & Goals

- TC Energy is a leading energy infrastructure company in North America. They have three complementary businesses of natural gas pipelines, liquids (oil) pipelines, and power storage. Their operations span three countries, seven Canadian provinces, and 34 U.S. states.
- C-Level Executives at TC Energy need visibility into key account activities across all business units.

## Solution

- To support this requirement, they needed one source of data across the enterprise and the ability for marketing reps to easily capture and share customer engagement notes for each account.
- In the first SOW, HSO established a baseline Minimum Viable Product (MVP) as well as the data architecture and user security model for D365 Sales to support multiple business units with one instance of D365 Sales in a highly regulated environment.
- Current SOW, involve deployment of the MVP multiple business units and configuring a backlog of additional features for the Canada Gas Business Unit.

## Co-Sell & Field Insights

- An Enterprise Level account managed by Microsoft.
- This is an on-going sales cycle where HSO was the first to respond to the account opportunity.
- TC Energy had a positive experience with HSO in the first phase of the project and went live with their MVP configuration in 90 days. Subsequent phases of the project now underway include a rollout of the MVP solution across multiple business units.

## Why We Won

- HSO's deep understanding of the Dynamics 365 Sales application and collaborative approach to working with the team at TC Energy were key reasons for the win.
- TC Energy also took advantage of HSO's Sales Blueprint to help accelerate the deployment

## HSO Team



Charlene Smith,  
Sales Executive

## Microsoft Team



Jaspreet Gill