



# Using Power Platform to provide a more consistent view of the business

B2B sales often requires long-term, complex engagements and collaboration across multiple teams. Having the right technology in place to provide fast, data-driven insights can lead to a powerful competitive advantage.

## Challenge

A large sales team's operational processes were manual, leading to human error, long and variable turnaround times, and inconsistent data. They needed a more automated system to increase efficiencies and deliver faster, more accurate reporting.

## Solution

We developed a **Power Platform-based process automation solution** designed to streamline operational efforts.

The solution integrates deeply with existing internal systems and consolidates multiple disparate business processes, **providing a single view of the business** and enabling sellers to focus on selling, not administration.

With a 40+ person user base spanning various roles, the Power App we developed enables sellers, sales managers, operations, and technical teams to **collaborate on deal progression in an auditable, compliant manner**.

## Results

- **Increased operational efficiencies by ~2x**
- **Automated >15k emails**
- **Time to market decreased by at least 5 days**
- **16% increase in user satisfaction** based on end user poll results
- Thousands of engagements processed, all following a standardized, consistent process
- Deeper analytics access
- Increased controls & compliance

## Technologies & tools

- Power BI
- Power Apps
- Power Automate
- Azure SQL
- Azure Blob Storage
- MS Dynamics 365

## Industry

IT