



**A LEADING NORTH AMERICAN MARINE  
& SPACE EQUIPMENT MANUFACTURER  
MIGRATES PROPOSAL MANAGEMENT  
SYSTEM FROM ORACLE TO  
MS DYNAMICS 365**

**DATAMATICS**

### **ABOUT CLIENT:**

The client is a leading service provider of subsea equipment and technology that are highly engineered to fit their purpose in areas like Space, Marine and other environments. It is located in Texas, USA. Their offerings include remotely operated vehicle (ROV) services, Maritime and cargo logistics, Space systems (OSS) etc.

### **INDUSTRY:**

Manufacturing

### **REGION:**

US

### **EMPLOYEES:**

10,000+

### **BUSINESS NEED:**

The client wanted to migrate their existing proposal management system of Oracle ERP and automate approvals and baseline pricing.

# BUSINESS CHALLENGES

## 01

The client used Oracle ERP based system for proposal management. This system had high maintenance costs and lacked integration with azure based applications and services within their eco-system.

## 02

The client's proposal approval process was manual which resulted in significant delays in proposal reviews and final submissions.

## 03

They had lost business because of incorrect pricing as there was no mechanism to validate prices based on historical data.

## 04

As the client managed complex business processes that are spread across different segments, business groups and sales areas, manual processing was time consuming and error prone.

# DATAMATICS SOLUTION

Datamatics team built a new proposal management system using Dynamics 365 CRM azure based application that allowed seamless integration with other Microsoft applications like SharePoint and MS Teams.

Historical data from the existing system was migrated to the newer Dynamics 365 based application that enabled correct pricing estimates.

Used Power Automate to build a Multi-level approval mechanism with easy configuration based on selected segment, business group and sales area.

Real time notifications through emails as well as MS Teams to enable quick response time which improved efficiency for proposal submissions.

Indicative pricing could now be viewed as the team simplified complex business logic with the help of configurable reference data.

Auto calculated various baseline rates and guidelines rates that assists proposers to take informed decision on proposal pricing.

Enhanced reporting and dashboards by leveraging Power BI features.

# BUSINESS IMPACTS



Reduced maintenance cost with cloud based solution



60% improvement in Proposal submission efficiency

Proposal win ratio improved significantly with the help of accurate pricing



# ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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