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CIM Gets Microsoft Dynamics 365 for Better Accounting and Membership Management



“We are delighted to have been able to significantly reduce the workload of the accounting cycle by using Microsoft Dynamics Business Central as compared to SAGE 300. From project start to finish, Techcronus supported us every step of the way, helping us stay on schedule and on budget. Plus, we were impressed with the level of knowledge and expertise they have in Microsoft D365 Technologies. If you ask me, would I use Techcronus again on a project like this? No doubt.”

Vice President - Finance
The Chartered Institute of
Marketing

Business Overview

The Chartered Institute of Marketing (CIM) was founded in 1911 in United Kingdom. It has over 30,000 members, including more than 3,000 registered Chartered Marketers. CIM offers 130 study centres in 36 countries, and exam centres in 132 countries.

CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society. We support, develop and represent marketers, organisations and the profession all over the world. While our diverse range of training courses and world-renowned qualifications, enable modern marketers to thrive in their roles and deliver long-term success for businesses.

After a rigorous evaluation of various solutions and vendors, CIM decided on Microsoft Dynamics 365 Business Central as their ERP solution and Techcronus – proficient in D365 implementation & strong knowledge of building ERP solutions – as its implementation partner. The solution helped CIM make a shift and adopt a common platform across all its locations, and also achieve the desired level of control over operations.



Business Needs

As organizations grew, the need for better management of financial transactions, along with better reporting and business intelligence, led them to decide to migrate their existing SAGE 300 Business Management System to a comprehensive mid-market financial solution. When evaluating potential solutions, the following assumptions are essential:

- The solution should have excellent "drill down and intersect" capabilities so that users can quickly and easily absorb information from the entire solution.
- The solution should have comprehensive reporting and business intelligence capabilities in the core application.
- The solution should support workflows such as allowing purchase requisition approval, supplier invoice payment, expense report approval, etc.
- The solution should include human resource management capabilities.
- Streamline payments to suppliers, reconcile bank statements and automatically reconcile payments made.
- Multilingual and currency capabilities for 132 countries.

After reviewing leading financial software vendors, Microsoft Dynamics Business Central was chosen because of its proven features and capabilities to meet their primary goals. Techcronus was chosen to implement Microsoft Dynamics 365 Business Central because of their knowledge of the professional services world and years of experience with Microsoft Dynamics solutions.

Business Benefits

The Microsoft Dynamics Business Central solution has been successfully implemented and some of the benefits realized through the Microsoft solution provided by Techcronus include:

- Reduce customer workload in software billing cycle Use standard functionality in bank payment and statement import solutions.
- Implemented a solution that allowed the organization to scale significantly without imposing additional overhead requirements on the finance team.
- Enhanced reporting and business intelligence capabilities are included in the solution, so companies can quickly export data and analyze it at a glance.
- Reduced licensing cost due to Cloud / SaaS version of Business Central.

Commenting on the dramatic improvements achieved by migrating to Business Central by CIM, Techcronus' new business sales and account manager added:

"Our team at Techcronus is excited to partner with such a forward-thinking company that is revolutionizing the way they use technology across their business. We are pleased with the huge improvement in operational efficiency they achieved. Also, we really enjoy working with them, so we continue to support their business central system to make sure their business operations are smooth."



AUS: +61 29 1919769 | **India:** +91 9998929601

info@techcronus.com | www.techcronus.com.au