



CASE
STUDY

**World's Largest Bedding
Provider Strengthens &
Merges CRM Solution
after Acquisition
Standardizing Processes**

CUSTOMER PROFILE

The company is the world's largest bedding provider. The company develops, manufactures and markets mattresses, adjustable bases, pillows and other sleep and relaxation products which it sells globally in approximately 100 countries.

The company is headquartered in Lexington, Kentucky and its brand portfolio includes many of the most highly recognized brands in the industry.

The Company sells its products through three distribution channels in each operating business segment: Retail, which consists of furniture and bedding retailers, department stores, specialty retailers and warehouse clubs; Direct, which consists of electronic commerce (e-commerce) platform, Company-owned stores and call center, and other, which includes third party distributors, hospitality and healthcare customers.

BUSINESS CHALLENGE

As both the businesses got merged there was a requirement of merging their respective CRM systems as well. So the company chose Dynamics CRM as a platform and NDS Global as a partner for Merging of Tempur and Sealy CRM.



CASE STUDY

World's Largest Bedding Provider
Strengthens & Merges CRM Solution
after Acquisition Standardizing Processes

SOLUTION

As the company completes the acquisition there was a requirement to merge their IT Systems as well. CRM is a very Important System used by both which needed a merger, after merger of both companies' business. Both companies were using Dynamics CRM as a platform which needed data merge.

Merging both the Organization applications required the below mentioned to be achieved –

Lead Management

As two Separate organizations the Lead management process was slightly different.

Solution Provided :

A detailed business study was done with both the organizations, the pros and cons for each of the processes were identified which was further enhanced to meet the current requirement of the day and was successfully implemented as the Common process for the merged Organization. Further ahead once the website of the originations were merged an integration between the enquiry web page and CRM was created.

Store Locator

The company has the store locator functionality for their website which enabled the customer to identify nearest stores within his vicinity.

Solution Provided :

Once both Organizations were merged the store locator functionality was enabled for both.

Retailers and Trainings

Enabling business partners is one of the primary goals of the company. Once both the Organizations were merged this concept was being used by the merged entity

Within the MS CRM the retail masters had to be updated that is data of common retailers had to be merged and the new retailers from both the organizations had to be brought into the common Database\application with new Products and trainings.

Scribe as a middleware application was used to identify Duplicates within both the databases and for further data sanity duplicate detection was enabled with MS CRM.

Warranty Management

Products purchased by the customers were eligible for Warranty.

Solution Provided :

Both Organizations were providing warranty to their respective customers, the process being used was quiet similar thus minimum process merging was required.

The Records of warranty and status were the critical aspects which needed to be merged for a excellent customer experience.

The application structure\customization for both the organizations differed. As a process both the processes were documented for common application structure was designed and proposed to the Customer. On acceptance the same was implemented within the CRM.

Scribe as a tool was used to maintain the Sanity and Quality of the Data being imported which resulted in a successful outcome of correct warranty data.

Client\Customer Merger

The customers of both organizations needed to be merged.

Solution provided :

Data of Client\customers were merged, the same was imported into MS CRM using Scribe as a tool.

Relative records like Products, warranty, retailer information were also rightly associated against All records.

Common retailers Database Merging

The Retailer data of both organizations needed to be merged.

Solution Provided :

Data of retailers were merged, the same was imported into MS CRM using Scribe as a tool.

Relative records like accounts, Customer data were also rightly associated against All records.

SOLUTION

Refining Product Master

The Product Data of both the organizations needed to be merged.

Solution Provided :

Data of products were merged, the same was imported into MS CRM using Scribe as a tool.

Relative records like Stores, Models were also rightly associated against All records.

Script\customization verification and Merging

As both the Organizations were using different Customizations and process there was a requirement to Merge the Scripts and Customizations to make a single Dynamics CRM instance.

Solution Provided :

The application structure\customization for both the organizations differed. As a process both the processes were documented for common application structure was designed and proposed to the Customer. On acceptance the same was implemented within the CRM to combine everything in a single CRM instance.

Reports Merging

The Reports of both organizations needed to be merged.

Solution Provided :

Reports were merged, the same was imported into MS CRM using SSRS.

BENEFITS

The company as an organization has benefited in multiple manners by merging The solution provided on Microsoft Dynamics platform

- **Lead Management:** Centralised data storage and data management, Complete automation detailed analytics.
- **Store Management:** Better merged retail management via instant data access.
- **Store training management:** improved and prompt retail channel management which in turn has been converted into higher business numbers.
- **Warranty registration:** Better data management for warranty, instant data access, high customer satisfaction.
- Merging both the organization helped to streamline the existing process in centralized manner.
- Merged data provided the better view to all customer and Store data for the organization.
- Managing the data at once place helped to reduce the management efforts.

TECHNOLOGY



ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

NDS Global helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies.

Our solutions span across Microsoft Project Online, Microsoft CRM Online, Microsoft SharePoint Online, Office 365, Dynamics 365, Microsoft Dynamics AX, PowerBI & Azure.

Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.



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