

Saving on Licensing Fees: A Successful Migration



A Successful Migration

<http://www.guestlogix.com/>

“Ward took the time to understand our business challenge with our CRM system. Ward provided an Architect that completed the migration in 3 months as opposed to 6 months., Knowledge transfer, utilization and the sustainability of the solution was directly attributed to the work Ward’s Architect provided during and post implementation.”

Vice President of Technology

Business Overview

GuestLogix is a global leader in comprehensive merchandising, payment and business intelligence technology for the travel passenger industry to over 60 travel operators supporting ancillary revenue generation more than \$1 billion per year across 144 countries.

Challenges (Technical/Business)

GuestLogix was struggling with the cost of Salesforce licenses and the lack of effectiveness Salesforce was in helping them maintain required Service Level Agreements (SLA) for their customers. GuestLogix wanted to migrate from Salesforce to Microsoft CRM within 90 days before the renewal of the Salesforce licenses took place.



Ward Technology Talent, Inc.

Saving on Licensing Fees

How Ward Helped with the Migration to MS CRM

Ward provided a Senior Architect to analyze the business issues and design the appropriate business solution for this migration.

Ward's Architect met with the various managers to understand and prioritize their goals. Then he identified the various stakeholders for each goal and worked with them to create Business Requirement Documents.

The Architect worked with the client to create a work around for the migration from Salesforce and streamlined the process basically taking a 60-day process down to 30 days.

In addition, the Architect worked with the business streamlining processes and systems to optimize SLA management, as well as effectively leverage the capabilities of the MS CRM.

Results, Return on Investment and Future Plans

The Migration from Salesforce to MS CRM saved Guestlogix over 50% in monthly licensing costs cutting their costs in half.



This migration also provided:

- a customer self-service portal reducing call centre costs and increasing customer satisfaction
- increased satisfaction levels with Service Level Agreements
- decreased time per ticket
- elimination of duplicate data entry steps thus increasing productivity and reducing costs
- streamlining processes to be more in alignment with company goals
- dashboards to management previously not available providing more data to drive critical business decisions

[Case Study Header Photo:](#)

[Image used under license from Freestock.com](#)



Ward Technology Talent, Inc.

Saving on Licensing Fees