



CASE STUDY

Nippon Gases delivers more personalized service to customers by strengthening the bond between sales and marketing

Avanade helps the company enhance its business processes using Microsoft Dynamics 365

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Business situation

Separate systems limit growth

Nippon Gases is one of Europe's largest industrial and medical gas companies. Its mission is to create social value through solutions that increase industrial productivity, enhance human well-being and contribute to a more sustainable future. The company recognizes that a focus on both environmental sustainability and its relationship with customers is key for driving innovation, process efficiency and business growth.

Traditionally, Nippon Gases has grown through the acquisition of other companies. Over the years, this has resulted in a collection of competing tools and processes that have trapped customer data in separate silos and limited the efficiency of sales and marketing activities, creating a bottleneck for growth.

"Having separate legacy systems for sales, invoicing and other internal procedures has been limiting from a sales and marketing perspective, as it represents an added complexity to getting information," says Fabrizio Alessi, Accounts and Business Relations Office Manager at Nippon Gases Italy. "This has had a negative impact on our employees trying to collect information in different ways using different file formats. It limits productivity and impacts customer relationships."

"Our legacy systems also weren't accessible remotely, which was becoming more important to our sales and marketing teams," adds José Vicente Sánchez, Marketing and Business Development Director at Nippon Gases Spain.

To solve these issues, Nippon Gases in Iberia and Italy wanted to build a platform that will unify and harmonize its sales and marketing processes by bringing together all its customer data into one common tool. The company outlined a list of specific goals, including:

- Define and create an optimized digital sales process – replacing outdated paper-based processes in some cases – to enhance the effectiveness of the company's sales team.
- Ensure that the sales team has accurate and relevant customer information to help guide and personalize interactions.
- Automate marketing processes to launch campaigns targeting new and existing customers while facilitating lead capture.
- Enhance the overall customer and employee experience.

"By increasing the collaboration between sales and marketing, as well as several other departments, and facilitating the integration of customer data and market analysis, we can save time and money," says Alessi.

Nippon Gases wanted a scalable, agile solution that takes advantage of the power of the cloud using [Microsoft Dynamics 365](#) CRM. However, because the company didn't have any previous cloud experience, it turned to the experts at Avanade.

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Solution

A new cloud platform brings it all together

Avanade began the project by conducting workshops with groups of key users from Nippon Gases' sales, marketing and IT teams. This allowed us to align the company's business processes with the Dynamics 365 platform and identify specific user requirements.

"We share a lot of technical information for most of our opportunities, so Dynamics 365 is the right solution for that," says Sánchez. "It's also a perfect fit, as we already use the Microsoft 365 family of products, which helps with the deployment, as our employees are familiar with the interface."

Avanade implemented the Dynamics 365 Sales and Dynamics 365 Marketing modules. By integrating the platform with Nippon Gases' existing ERP solutions, employees will have access to a complete view of relevant customer and product information in real time during interactions, streamlining the sales process. The marketing team will be able to tap into this data for insights that will help cluster customers and their buying patterns for more targeted campaigns.

To ensure employee adoption of the Dynamics 365 platform, a significant investment was made in training users. Avanade assisted with this change management program, bringing employees up to speed on how business processes are enhanced by the new system.

Results

When sales and marketing come together, everyone wins

Backed by its powerful Dynamics 365 CRM system, Nippon Gases has realized several benefits aligned to its initial goals for the project. "While our use of Dynamics

365 is still considered to be in the early stages, we've already seen some interesting results where it has been launched," says Alessi.

These include:

- **Enhanced sales processes:** Sales now has updated product information, consumption data and insight into competitors, creating a competitive advantage within the market. All relevant information collected during sales visits is entered into the system and accessible across the organization, allowing other groups to enhance their processes as well for similar benefits.
- **Improved customer experience:** With a 360-degree view of the customer, salespeople can offer faster quotes and more personalized interactions. Anticipating customers' needs leads to increased satisfaction and a boost in sales.
- **Tighter collaboration between sales and marketing:** By accessing data collected by the sales team, marketing can create offers and campaigns targeting the specific needs of both existing and new customers, making it easier to stay ahead of competitors.
- **Increased employee satisfaction:** In surveys conducted since the platform has gone live, employees have highlighted how pleased they are with the tools, how easy they are to use, and how applicable and helpful they've been for their day-to-day work.

"We're approaching the future with a very powerful tool that will be great for our business strategy and customer focus and represents a new way to address the challenging market landscape ahead," says Alessi.

After a successful rollout in Iberia and Italy, Nippon Gases and Avanade are working together to expand the platform across the rest of its European operations.

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About Nippon Gases

Nippon Gases, one of the leading industrial and medical gases companies in Europe, is part of the Nippon Sanso Holdings Corporation, which has over 100 years of experience and also boasts a major presence in Japan, Southeast Asia, Australia, the United States and Canada, operating in 28 countries with more than 19,000 employees around the world. Our presence in Europe positions us as a leading company with more than 3,000 employees of which 27% are women, operating today in 13 countries, serving more than 150,000 customers and helping over 300,000 patients. Safety, priority number one in our company, is constantly improving due to the search for risk factors and behaviors, and the observance of our safety principles by all our employees. Nippon Gases commitment to our customers, employees and associates and to the communities in which we operate is a reflection of our dedication to the environment and to sustainability. Together, we are "The Gas Professionals" and we all have the same goal: "Making life better through gas technology."

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 39,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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