

Panasonic brings CRM to the cloud to reduce costs, boost performance of up to 46%

More stability, better customer service thanks to Azure move

Panasonic

Founded in 1918 and headquartered in Japan, Panasonic is one of the largest electronics producers in the world. It employs roughly 330,000 employees across 580 subsidiary companies with operations organized into three fields: consumer, solutions and components, and devices.

Business Situation

Asia Pacific is the most crucial region for Panasonic, with operations in Thailand, Indonesia, Singapore, Vietnam and the Philippines generating nearly 80% of the company's revenues. But this booming geographical region was causing the company issues. Namely, business was growing too fast there to be handled by their existing CRM systems, which were based on Microsoft Dynamics CRM 4.0. The business needed to update the ageing customer management tool, while at the same time tackle exploding data volumes and sky-high hosting costs.

Avanade's Solution

Panasonic decided to upgrade from their on premise platform to a cloud platform to save on server hosting costs and simplify their infrastructure.

Panasonic engaged Avanade as the Microsoft experts to perform the system upgrade from Microsoft Dynamics CRM 4.0 to CRM 2013 and migrate existing on premise servers (CRM, AX & SharePoint) to the Microsoft Azure cloud environment within eight months.

Case Study

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Avanade and Microsoft also implemented Remote Desktop services so that users could access AX applications in the cloud without any latency between the AX clients to the server. Previously this had been handled by a desktop subscription solution from Citrix, but with the new solution they are seeing a cost savings as well as the capability of having this function remotely.

In addition, Panasonic also leveraged Avanade to provide ongoing Managed Services to manage SMAP servers hosted on Azure.

Results Realized

The newly upgraded system enjoys faster performance of up to 46%, thanks to Avanade's fine tuning and data housekeeping.

On top of that, Panasonic no longer needs to subscribe to Virtual Desktop Infrastructure, as this is now replaced by Remote Application Services, which will help drastically cut down on costs.

Panasonic will also continue to see operations costs go down thanks to Microsoft Azure's on-demand computing, instead of struggling with allocated costs upfront.

The system is now more stable giving our employees a better workplace experience and improved service to our end customers. Partnering with Avanade has helped Panasonic increase productivity and enhance customer experience

**-Tan Chea Yang,
General Manager,
Panasonic Asia Pacific**



About Avanade

Avanade leads in providing innovative digital services, business solutions and design-led experiences for its clients, delivered through the power of people and the Microsoft ecosystem. Our professionals combine technology, business and industry expertise to build and deploy solutions to realize results for clients and their customers. Avanade has 27,000 digitally connected people across 23 countries, bringing clients the 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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