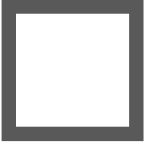




Enhanced engagement through a lightweight CRM built on PowerApps for a Mobile transformation company

About the Client

The client is a mobile transformation organization enabling business productivity for mid-size enterprises. They develop line of business applications to empower key business processes in order to enhance productivity, business to employee (B2E) engagement and revenue across mobile platforms.



Business Need

The organization was in the pursuit to develop a lightweight Customer Relationship Management (CRM) platform named Prospur that caters to Small and medium-sized businesses (SMBs). The platform enables:

- SMBs to utilize the capabilities of CRM like Sales Management, Relationship Management, Marketing Management, Reputation Management, Social media and third party integrations
- Ability to sync their mailbox and close the sales cycle by accepting end customer payments by linking their Prospur accounts with widely accepted payment gateways



Technology Solution

Sonata helped accelerate the digital transformation journey for the company by developing Prospur, a lightweight CRM application platform powered by Microsoft Power Apps (Model Driven Apps). The key highlights of Prospur as a platform are:

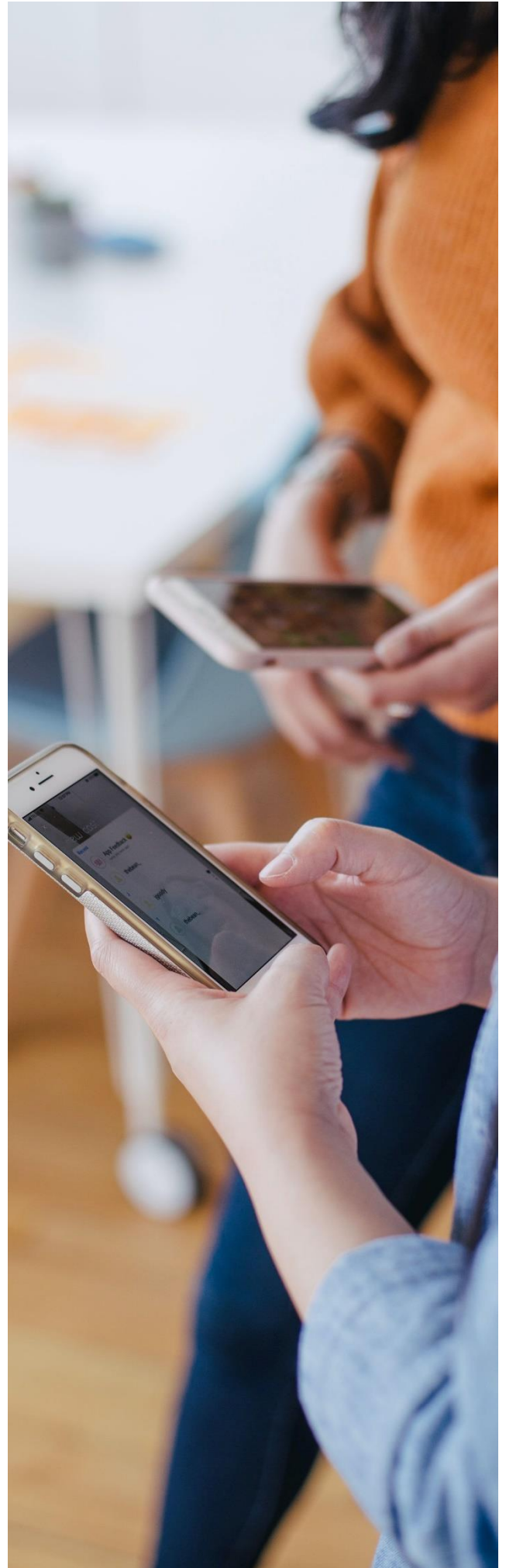
1. A Lightweight **feature rich CRM**
2. Support for **Email & Calendar integration** with Gmail or Office 365 accounts
3. **Seamless integration with social media platforms** like Facebook, Instagram, Twitter, LinkedIn & WhatsApp
4. Built for the US market but underworks for UK, Ireland, Canada, Australia, India and Singapore
5. **Financial Integration with QuickBooks** that enabled the company to accept, manage and pay bills and related payroll functions
6. **Marketing Integration with Mailchimp** for all integrated marketing operations
7. Access to about two thousand other applications for **integrations and automations through Zapier**

Implementation approach

Sonata enabled the client to build the Prospur platform using advanced Microsoft technology stack features. Sonata continues to work with the company to enhance the platform in every stage.

1. Sonata enhanced the overall product experience by implementing some of the key features like automation on signup
2. Automated test scenarios were developed that would reduce 80% of manual testing effort
3. The platform provided customers options to import the Contacts & Appointments, so that they could start engaging the moment they signed up on the platform

Microsoft Technology tools used:



Business Benefits

1. Available in Microsoft AppSource for seamless customer on boarding
2. A flexible cost effective cloud-based environment
3. High level of integration with popular social media platforms
4. Future readiness of the platform ensured for next level of digital transformation
5. First mover advantage in the world of PowerApps having built a SaaS CRM platform





WHY SONATA?

Sonata helps clients unlock value and growth through Platforms with Sonata's proven Platformation services. We also help enterprises in shaping their Digital Agenda, Platform thinking and in reimagining Platform business models and ecosystem.

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience (CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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