



Microsoft Dynamics Customer Solution Case Study



Vuka! Sizwe!

Customer: SABC

Web Site: www.sabc.co.za

Customer Size: 100–5,000

Country or Region: South Africa

Industry: Broadcasting

Partner: Immix Solutions

Customer Profile

SABC is the national public broadcaster of television and radio in South Africa.

Software and Services

- Microsoft SQL Server 2005
- Microsoft Dynamics CRM
- Microsoft Office Outlook 2003

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www.microsoft.com/resources/casestudies



Commercial Arm of South African Broadcaster Enhances User Interface with Flexible System

The SABC is South Africa's national public broadcaster. More than 24 million adults tune into the SABC network of 18 radio stations every day and 19 million adults watch its three free-to-air television channels. SABC Commercial Enterprises, comprising commercial airtime sales across radio and television, programme, sport and education sponsorships and interactive media sales, currently accounts for 76 per cent of the company's revenue.

Business Needs

SABC Commercial Enterprises identified the need for a client-centric approach to manage business across various sales units within the division. It needed a flexible system that could adapt to ever-changing requirements and provide an integrated view of client accounts at the push of a button.

Due to the high risk of user rejection, the solution had to integrate seamlessly with Microsoft® Office and Microsoft Office Outlook®. SABC Commercial Enterprises needed a flexible system that would provide a consistent user interface and integrate with Microsoft technologies. It also needed a system that could be implemented quickly and easily and meet its sales automation and marketing campaign requirements.

Solution

SABC partnered with Microsoft Gold Certified Partner IMMIX Solutions to implement Microsoft Dynamics™ CRM, using Microsoft SQL Server™ 2005 as the centralised database and Microsoft Visual Studio® .NET for development tools. This solution would:

- Automate the sales process and integrate customer information.
- Integrate with Office and Outlook.
- Cater for opportunity forecasting.
- Automatically move customers facilitated by a third party directly into database.
- Integrate with existing data warehousing and business management solutions.

Benefits

The SABC/Microsoft CRM partnership resulted in a number of unique components seen as a first in the broadcast industry.

- Centralised integration will ensure easy access to real-time information, increasing user productivity.
- Simplified customer data entry will reduce effort and deliver time savings.
- Better data visibility will assist users to identify and manage opportunities, preventing potential loss.
- Automated work-flow processes will increase internal collaboration and enhance customer service.
- Return on investment will be achieved by maximising increased revenue opportunities.

