TRANSFORM YOUR BUSINESS WITH SITECORE XMCLOUD AND MICROSOFT DYNAMICS 365 INTEGRATION

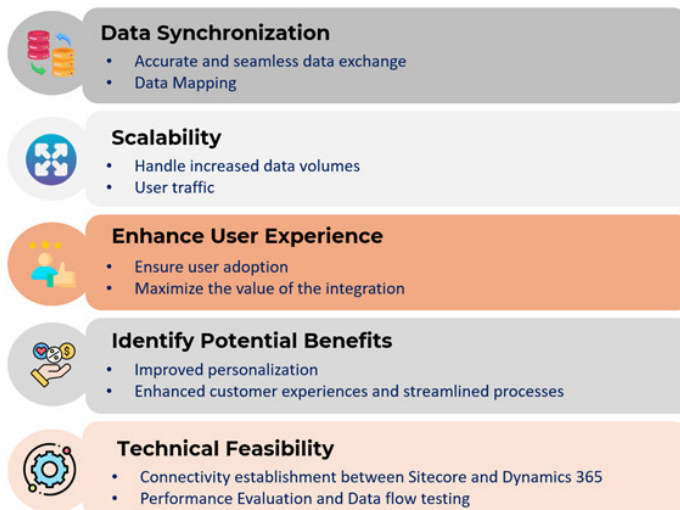SITECORE®

Infosys®
Navigate your next
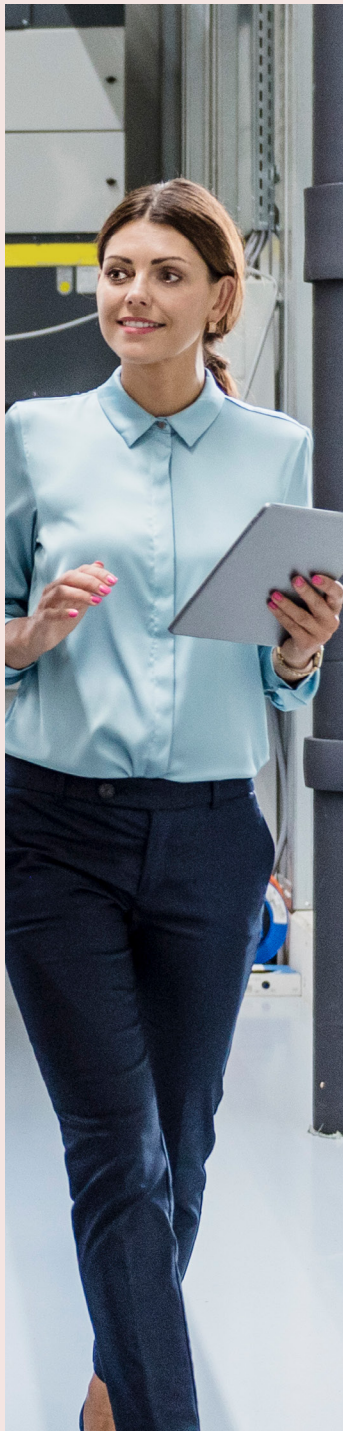
Introduction

In today's rapidly evolving digital landscape, integrating comprehensive technology solutions is critical for business success. The integration of Sitecore Experience Platform (XMCloud) and Microsoft Dynamics 365 offers a powerful combination to enhance customer experience and streamline internal processes.

Imagine an enterprise using Sitecore XMCloud to manage its e-commerce site while Microsoft Dynamics 365 handles customer orders and service integrations. This synergy empowers marketing campaigns based on real-time inventory and customer purchase history, creating seamless, data-driven, persona-based approaches for customer engagement and business growth.
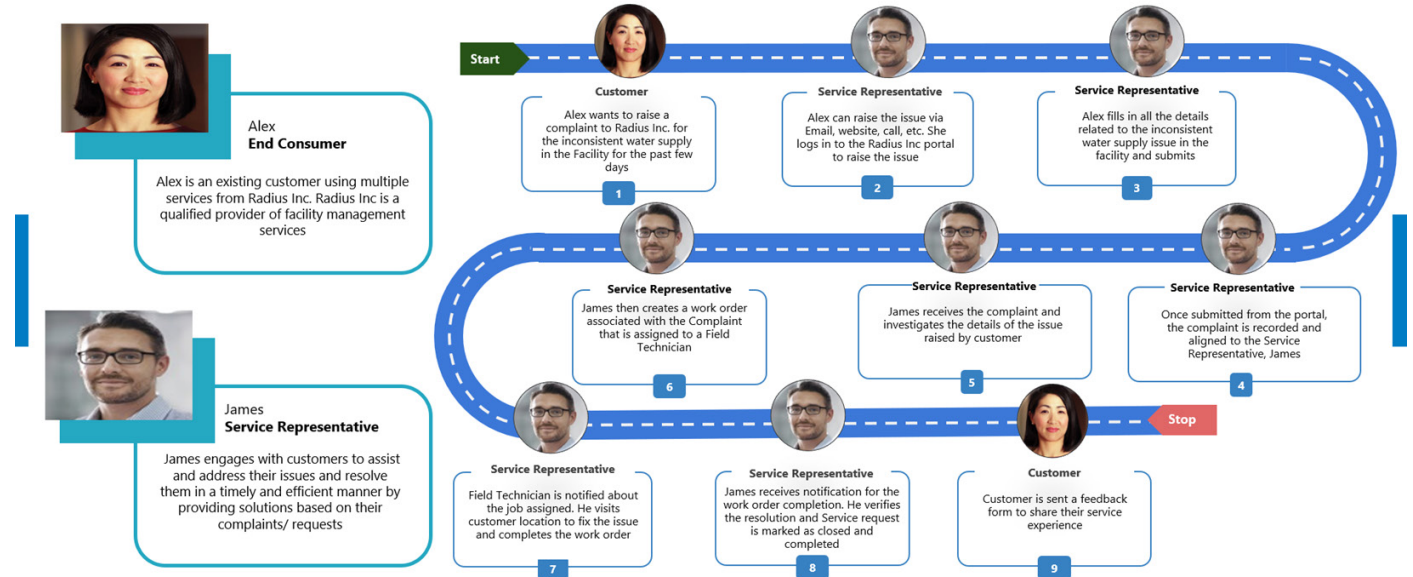
Benefits of Integration

Personalized Customer Experiences

Organized Customer Data:

Combining Sitecore XMCloud's content management and personalization capabilities with Microsoft Dynamics 365 enables the creation of personalized content and seamless data transitions. For example: Push forms data directly to your CRM system for a holistic customer view.

Enhanced Marketing Automation

Marketing Campaigns:

Utilize detailed customer insights from Microsoft Dynamics 365 to craft more effective marketing campaigns using Sitecore Send. Automated workflows can further personalize marketing actions based on customer interactions.

Improved Sales Efficiency

Lead Management:

Generate leads through Sitecore XMCloud Forms based on customer behavior and transfer them to Microsoft Dynamics 365 for improved sales efficiency.

Comprehensive Analytics

Enterprise Reporting:

Leverage analytics from both Sitecore XMCloud and Microsoft Dynamics 365 to gain detailed insights into customer behavior and performance metrics across different user journeys.

360-Degree View of Customer

Unified Customer Data:

Centralize customer data to provide a unified view that includes customer behavior, preferences, and interactions on your website.

Infosys®
Navigate your next

POC Objectives
Integrating Dynamics 365 with Sitecore

Data Synchronization
- Accurate and seamless data exchange
- Data Mapping

Scalability
- Handle increased data volumes
- User traffic

Enhance User Experience
- Ensure user adoption
- Maximize the value of the integration

Identify Potential Benefits
- Improved personalization
- Enhanced customer experiences and streamlined processes

Technical Feasibility
- Connectivity establishment between Sitecore and Dynamics 365
- Performance Evaluation and Data flow testing

Use Case

We have developed a Proof of Concept (POC) showcasing the key integration of Sitecore XMCloud with Microsoft Dynamics 365. This POC highlights Sitecore XMCloud's experience management capabilities using Next.JS as the UI framework.
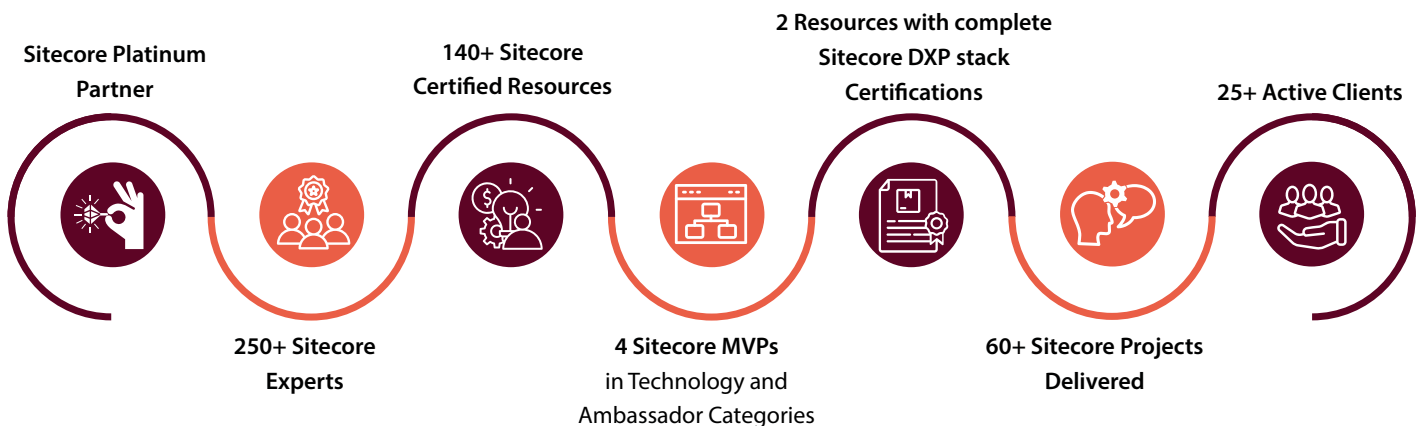
Use Case Details

Alex
End Consumer

Alex is an existing customer using multiple services from Radius Inc. Radius Inc is a qualified provider of facility management services

James
Service Representative

James engages with customers to assist and address their issues and resolve them in a timely and efficient manner by providing solutions based on their complaints/ requests

Start

1 — **Customer**
Alex wants to raise a complaint to Radius Inc. for the inconsistent water supply in the Facility for the past few days

2 — **Service Representative**
Alex can raise the issue via Email, website, call, etc. She logs in to the Radius Inc portal to raise the issue

3 — **Service Representative**
Alex fills in all the details related to the inconsistent water supply issue in the facility and submits

4 — **Service Representative**
Once submitted from the portal, the complaint is recorded and aligned to the Service Representative, James

5 — **Service Representative**
James receives the complaint and investigates the details of the issue raised by customer

6 — **Service Representative**
James then creates a work order associated with the Complaint that is assigned to a Field Technician

7 — **Service Representative**
Field Technician is notified about the job assigned. He visits customer location to fix the issue and completes the work order

8 — **Service Representative**
James receives notification for the work order completion. He verifies the resolution and Service request is marked as closed and completed

9 — **Customer**
Customer is sent a feedback form to share their service experience

Stop

Example:

The Service Request creation functionality on a Sitecore XMCloud-based portal saves data in Microsoft Dynamics 365 via API integration. When a user searches for an existing ticket, service request data is rendered on the front-end application. This API-based integration ensures that sales and marketing teams have the latest information, enhancing the user experience on the Sitecore XMCloud website.

By integrating Sitecore XMCloud with Microsoft Dynamics 365, organizations can craft seamless and engaging digital experiences that drive customer loyalty and promote business growth.

Why Infosys?

Your Trusted Sitecore Partner

Infosys is a recognized leader in Sitecore technology and services. Here's why we stand out:

Sitecore Platinum Partner

140+ Sitecore Certified Resources

2 Resources with complete Sitecore DXP stack Certifications

25+ Active Clients

250+ Sitecore Experts

4 Sitecore MVPs in Technology and Ambassador Categories

60+ Sitecore Projects Delivered

Sitecore Partner Excellence Award (2023 & 2022)

Sitecore Specialization Partner Badges
for Experience Platform, Content Hub, XM Cloud, and Order Cloud

Innovative Accelerators:

Digital Asset Migration Accelerator:

Automate and simplify the migration process, ensuring efficiency and data integrity.

Sitecore CDP Migration Accelerator:

Quicker migration of user / preferences from legacy systems to Sitecore CDP.

SharePoint to Sitecore Migration Accelerator:

Migrate applications from SharePoint to Sitecore XP with speed and reduced costs.

Infosys Content Intelligence Platform:

Generative AI assisted content creation, curation, review, translation, assets generation etc.

Seamless Journey to Sitecore XM Cloud:

Specialized frameworks to quicken the transition to XM Cloud.

Voice Integration Framework for Sitecore Websites through Alexa:

Helps the Customer in swiftly performing actions such as order new membership card, submit claim, get status, manage plans etc. through Alexa

Our commitment to delivering end-to-end solutions and our global talent pool make Infosys the ideal partner for integrating Sitecore XMCloud and Microsoft Dynamics 365.

Partner with the Leader in Sitecore Technology and Services

Ready to transform your business operations and customer experiences? Choose Infosys for seamless integration of Sitecore XMCloud and Microsoft Dynamics 365.

Write to us at askus@infosys.com to learn more and get started today!

For more information, contact askus@infosys.com

Infosys®
Navigate your next

Stay Connected