

5 ways Renodis is using the Microsoft cloud to improve communications for its clients

March 13, 2016

To evolve its managed services solution, Renodis identified a key requirement: a single, comprehensive platform to enable real-time management of client communications infrastructure. Microsoft Dynamics CRM Online supported its emerging business requirements by providing a core set of functions: a ticketing system, SLA functionality, contract database, integration options, and customer lifecycle management—all hosted in the cloud, accessible all day, every day, with Microsoft-owned operations management.

When you start a business, you do it because you have a mission. You want to help solve a problem and hope to see your endeavor evolve into something bigger than you. And business owners today know that investments in technology can reap significant benefits across many measures like cost, quality, and customer satisfaction. But those investments must bear fruit—they have to provide the acceleration needed to move a small business forward. Running a business can be a difficult and expensive proposition. For Saint Paul, Minnesota-based Renodis, the promise is to help its clients “move the needle” on spending more of their time on strategic initiatives, and less on operations. To do that, Renodis needs a world-class delivery model with supporting technology that allows it to provide a cost-of-operations lower than its clients could accomplish on their own.

Every year, Renodis helps hundreds of clients manage their communications needs through Turnkey Communications Management (TCM), a managed service that improves communications and productivity. The company’s varied client list includes retail companies, financial services firms, manufacturers, and more.

As Renodis grew, the company recognized that it needed a comprehensive business solution to run its managed services operations, which includes disciplines like asset management, financial management, contract management, end-user support, and technology management. The solution needed to be always available, readily configurable, and have a cost model that allowed a point-of-entry commensurate to the company’s small size, but with the flexibility to grow.

Renodis knew that a cloud solution would best match the availability and cost-of-entry requirements, and the company selected Microsoft Dynamics CRM Online as the platform that offered the functionality needed. The results have proven that strategy correct, especially viewed across these five key outcomes:

1. Establishes a centralized platform

Previously, Renodis didn't have the kind of platform it required to fully service clients. "We offer a set of outsourcing management services to our clients to manage their communications infrastructure," says Paul Cashin, Vice President of Client Solutions for Renodis. "As we examined the marketplace, there wasn't an existing platform that allowed us to build out our service model. We needed to find a platform that offered core capabilities but could also be expanded and integrated."

Renodis decided that Dynamics CRM Online offered the best solution because it was quick to set up, customizable, and had inherent capabilities Renodis needed, like a ticketing system and a way to store client and user information. "We are building the company, the workflows, the business rules, and all of our processes around how we take care of our clients," says Cashin.

2. Tracks sales leads and opportunities

Renodis is using Dynamics CRM Online as a crucial sales tool throughout the company's funnel. "From target marketing to opportunity identification and contacting prospects, we use the same platform to run our entire business," says Cashin.

The company can now provide more responsive customer service to its clients. "We run all of our customer service, including upfront marketing and sales, through our overall service delivery model," says Cashin. Having an end-to-end service model creates the long-term relationship value that Renodis strives to achieve with its clients.

3. Integrates with other Microsoft solutions

Renodis uses a full spectrum of Microsoft solutions to run the business, so Dynamics CRM Online is familiar to employees and plays nicely with the other software the company uses. For example, the solution works seamlessly with SharePoint Online, Power BI, OneDrive for Business, Office 365, and Skype for Business. The company also uses Microsoft Azure Virtual Machines for processing data manipulation, data mapping, and getting the data into the system. In addition, access to the Dynamics CRM partner ecosystem also gives Renodis the ability to tap into knowledgeable consultative services.

4. Offers a complete view of client information

A direct benefit for Renodis clients is that all the data about their communications infrastructure is now stored in one location: assets, ticket history, contracts, invoices and spend history are collected into a single platform. Renodis gives its clients actionable insights based on the client's particular situation, and it is able to compare how each client's communications layer compares to the industry best-practices derived from its experience managing multiple clients' communications infrastructures. "It comes down to value

provided,” Cashin says. “We measure ourselves on the business, technical, economic, and support value we are providing to our clients. The Dynamics platform allows us to track and report on our performance across those four value dimensions.”

5. Provides anytime, anywhere access

Renodis employees have what they need, when they need it, from anywhere, thanks to the fundamental promise of cloud computing, combined with an integration strategy that supports a work-from-anywhere model.

As Renodis continues to expand its capabilities, its clients will also be given access to the information via their portal strategy. This will allow Renodis to move from a pure outsourcing service to an integrated partnering model with clients, allowing Renodis to work more closely with CIOs on overall IT and communications strategy. “Our previous platform provided some basic functionality, with no potential for where we needed to take the business,” Cashin says. “Dynamics CRM Online has laid the foundation for the future of how we work with our clients.”

By deploying Dynamics CRM Online as its management platform, Renodis has allowed its clients to reap the benefits of Turnkey Communications Management—not only because Renodis has cutting-edge, cloud-enabled business software, but also because the company has ensured that its processes and services are well managed and supported by technology, and all aspects of its business solutions are integrated. Renodis has coined the term Vision™ for its platform powered by Microsoft Dynamics CRM Online, affirming the company’s commitment to providing clients with professional management of their communications environment.

Renodis is the first communications managed services company in the United States focusing on a truly seamless and superior communications experience for its clients. The company’s mission is to enable better communications and greater productivity with fewer internal resources. This is accomplished through talented people, proven process, and Vision™—a propriety technology platform created specifically for lifecycle management of communications. A Saint Paul, Minnesota–based company since 2002, Renodis has helped hundreds of organizations with communications needs.