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Queue Associates Transforms Business with Microsoft Dynamics 365 Sales

SUMMARY

LMT Communications <https://lmtmag.com/> ("LMT") delivers business strategies, news and educational programs for the dental technology industry. "Lab Management Today" is the company's primary publication, available in print and online. LMT hosts a series of live education and business events and provides other services for dental laboratory decision-makers.

LMT previously utilized Sugar CRM for sales automation and specific marketing functions. This platform caused work interruptions, could not encompass the company's diverse data, and it offered inferior technical support. Additionally, it did not have flexible reporting or dashboards, which limited LMT's ability to model its management and compliance reporting and other essential functions.

In Q3 2019, LMT would have to renew its Sugar CRM licenses. The company's leadership had to decide whether to continue to utilize what they considered a failing solution with limited scalability or to identify a new product that could potentially better fit their needs.

CHALLENGE

LMT contacted Microsoft – through Microsoft Partner Center – in early 2019 to evaluate Microsoft Dynamics 365. The company was already using Microsoft 365 for other business functions, and the Microsoft Dynamics 365 platform could potentially, seamlessly and cost-effectively, integrate with its already familiar Microsoft apps.

Microsoft referred LMT to **Queue Associates** <http://www.queueassoc.com/>. Queue Associates is a leading Microsoft Gold Partner specializing in Microsoft Dynamics 365 solutions. Queue has been in business for three decades with offices throughout the United States and in other global locations.

Following an initial discovery process, LMT selected **Microsoft Dynamics 365 Sales** ("D365 Sales") to pilot for their organization. Queue Associates advised LMT that D365 Sales could encompass numerous functions for the company's sales, marketing and education-focused business.

D365 Sales is an adaptive, intelligent system that actively monitors myriad sales and marketing signals and distills them into actionable insights. Queue Associates felt that it could be delivered to LMT with strong out-of-the-box features, as well as being able to be configured to encompass various needs surrounding the company's unique lines of business (LOBs).



STRATEGY

Queue Associates would build a prototype in D365 Sales for one of LMT's LOB modules as a pre-adoption Phase I, initiated to obtain full acceptance for the full D365 Sales implementation from LMT's executive management team.

LMT and Queue collaborated to create a roadmap for the proposed D365 Sales implementation. This effort was led internally by Kate Conetta, LMT's Advertising Production Manager and Laurel Carbonneau, LMT's Associate Editor, supported by Queue Associates, headed by Queue's Senior Programming Team.

This pilot phase was carefully managed through scheduled weekly meetings and implementation milestones required by LMT. Queue Associates' configuration of LMT's LOB module in D365 Sales in Phase I satisfied the company's executive team. They subsequently made the decision to proceed with the implementation of the entire solution.

“ Dynamics 365 Sales has significantly improved our internal workflow and our team's productivity. ”

– Kate Conetta, LMT Communications

IMPLEMENTATION

Delivery Milestones:

- Phase 1: Pilot
- Phase 2: User Acceptance Testing
- Phase 3: Full Go-live

Core Benefits:

- Microsoft Dynamics 365 reflects Microsoft's industry leadership role
- Solution is 100% cloud-based with no "on-prem" infrastructure needed to run the application
- Seamless integration with Microsoft 365 apps
- No issues with growth, scalability and flexibility by switching from the prior CRM product to D365 Sales
- All D365 applications use Microsoft's protocols, backup, runtime and security
- Microsoft provides 99.99% uptime for Dynamics 365



In addition to standard features, Queue Associates delivered the following LOB modules utilizing the product baseline with custom functionality and reporting, including:

- Comprehensive directory listing into which the company's members and customers deliver live data
- Logging system for editorial content
- Trade show module and related custom reports
- Sales and costs module specific to LMT's business

Exceptional leadership from LMT drove the project's milestones and ultimate success.

RESULTS / BENEFITS TO LMT

OVERALL BENEFITS

- Seamless data integration capabilities
- Improved reporting capabilities—and ease of customization
- Vastly improved customer service
- Capacity to design custom line-of-business (LOB) modules on the platform



CUSTOMIZED FEATURES

- Custom communications, newsletters and marketing functions
- Vibrant, engaging, custom sales and marketing dashboards
- Production of catalogs, trade show services (and related reports) and management of publication subscriptions
- Comprehensive, accurate, easy-to-read reports
- Support of pipeline management (as a secondary function)
- Well-defined KPIs and insightful, beautifully presented metrics

LMT's hands-on leadership and continued engagement through scheduled meetings and milestones strongly contributed to the positive benefits derived from the implementation. "That was critical," said Queue Associates' Director of Dynamics, Richard Lederer, who collaborated with the Queue Senior Programming Team to deliver the solution to LMT. "LMT's team's commitment to an efficient, impactful solution as well as an effective, streamlined collaboration with the Queue team, brought about a high quality outcome."

Kate Conetta, the D365 project lead within LMT said of the solution: "Dynamics 365 Sales has significantly improved our internal workflow and our team's productivity. By enabling us to centralize all of our client data in highly customizable ways, we are able to leverage information much faster and make our operations nimbler. Our organization greatly benefits from the flexibility of programming and real-time access from any computer."

Ms. Conetta also spoke with high praise of Queue Associates' Senior Programming Team. "We can't say enough about Queue's team's dedication, hard work and skills throughout the implementation." Queue Associates and Microsoft are collaborating post-implementation to provide ongoing support to LMT for D365 Sales.

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