# DynaTech | Systems

Accelerate Business

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What Sets Us Apart

# DynaTech's Competitive Advantage

Backed by years of expertise and a team of skilled professionals, DynaTech Systems stands at the forefront of the IT services industry. Our extensive portfolio includes cutting-edge solutions in cloud, ERP and CRM implementation, data analytics, artificial intelligence, and more.

We prioritize long-term partnerships built on collaboration and trust, delivering innovative, scalable, and secure solutions to keep our clients ahead in a rapidly evolving landscape.

AICPA SOC 2

Microsoft Solutions Partner

Great Place To Work® Certified FEB 2025-FEB 2026 INDIA

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ISO 9001:2015

CMMI level 3

**150+**
Global Projects

**100+**
Happy Clients

**420+**
Expert Minds

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# Microsoft Cloud Capabilities

## Cloud

Azure Infra
Azure Services
Logic Apps
Service Bus
Functions
Event Grid
API Management
Synapse Analytics
Load Testing
Data Factory

## Business Applications

Marketing
Sales
Finance
SCM
Commerce
Customer Service
Field Service
Finance & Operations
Project Operations
Human Resources

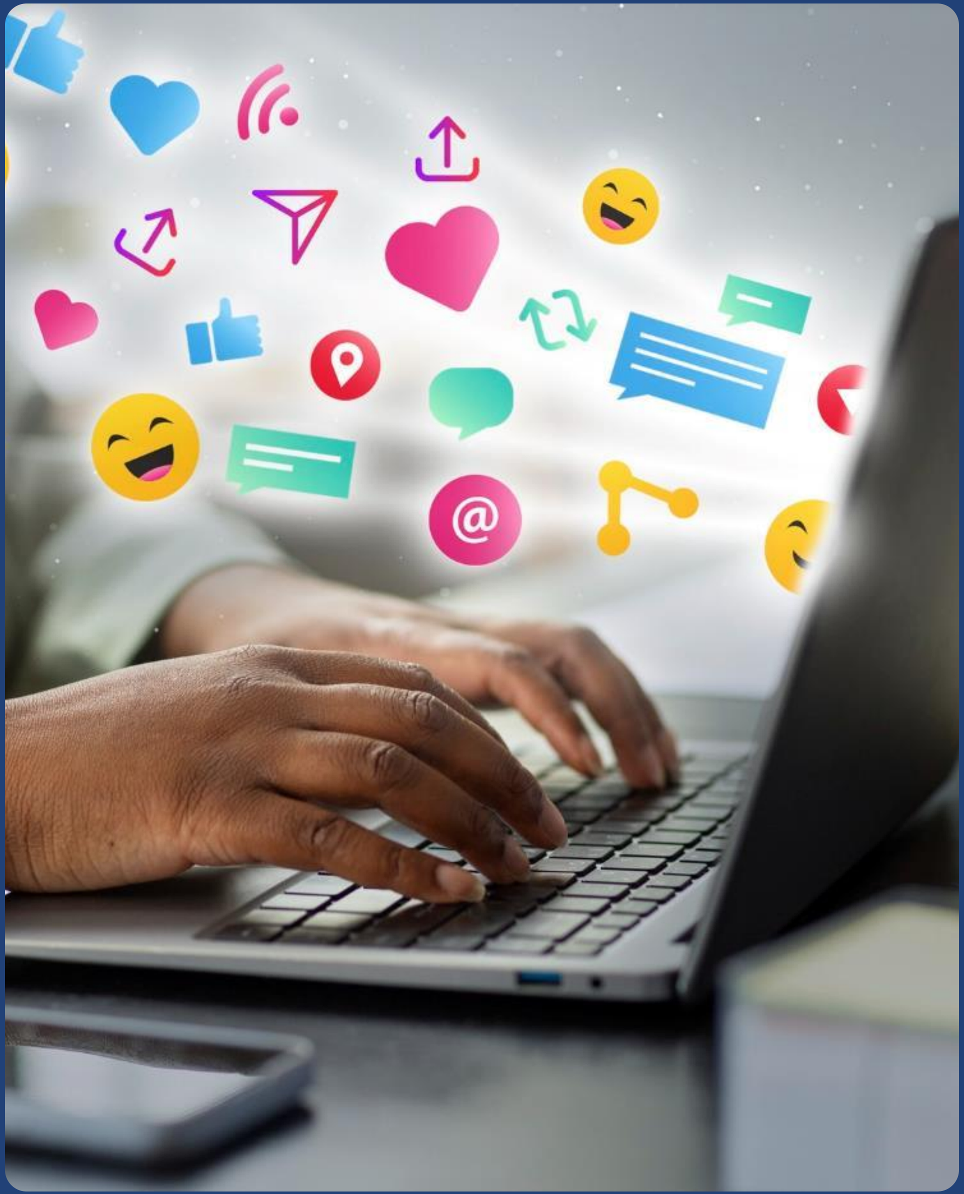
## Low Code)

Power Pages
AI Builder
Power Apps
Power Automate
Copilot Studio

## Data & BI

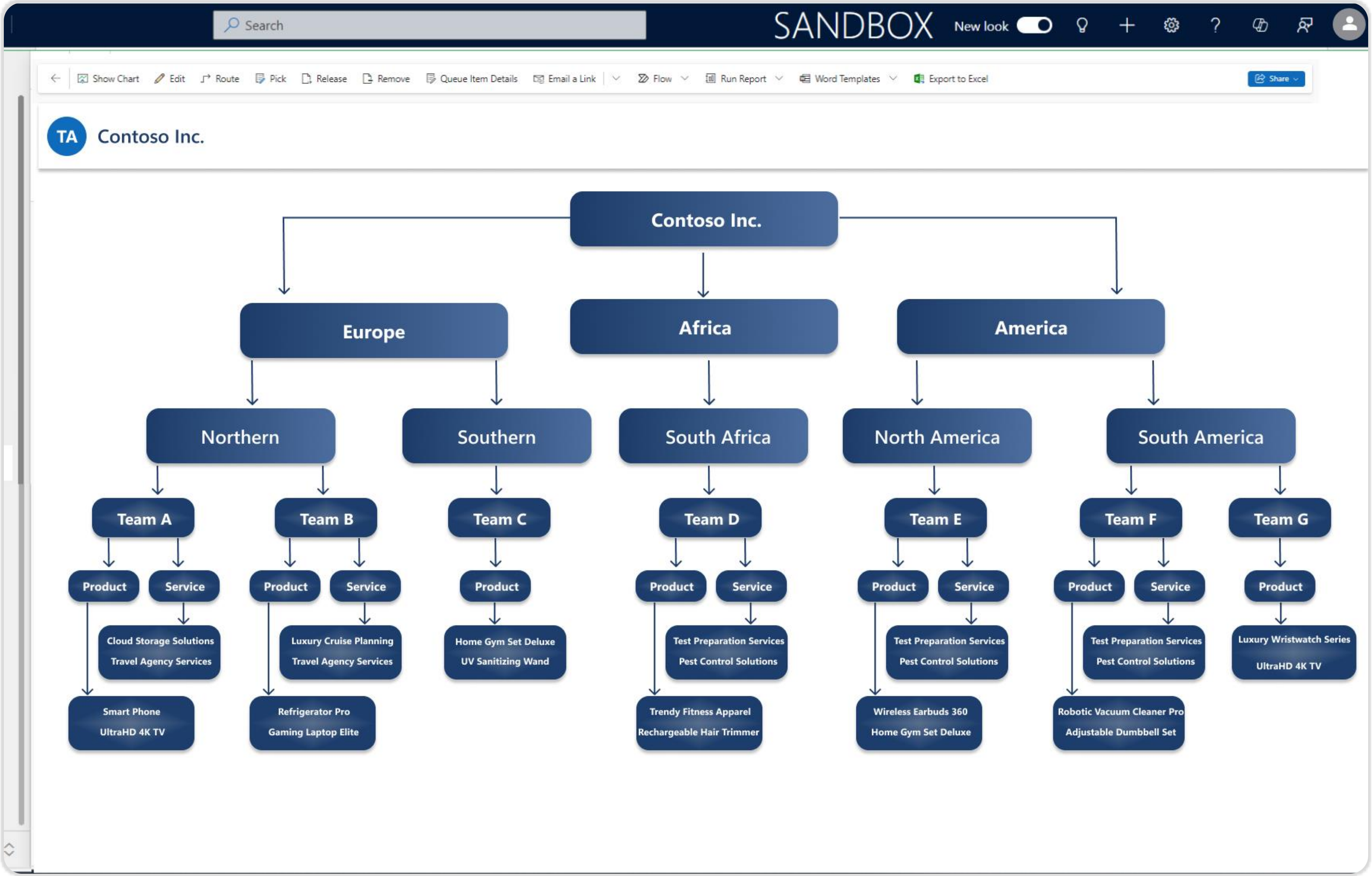
Fabric
Dataverse
Power BI
Customer Insights
OneLake
Data Engineering
Copilot
Data Lake
Data Factory
Data Science
Data Warehouse
Lakehouse
Microsoft Purview
Real-Time Intelligence

# Account Based Marketing (ABM)



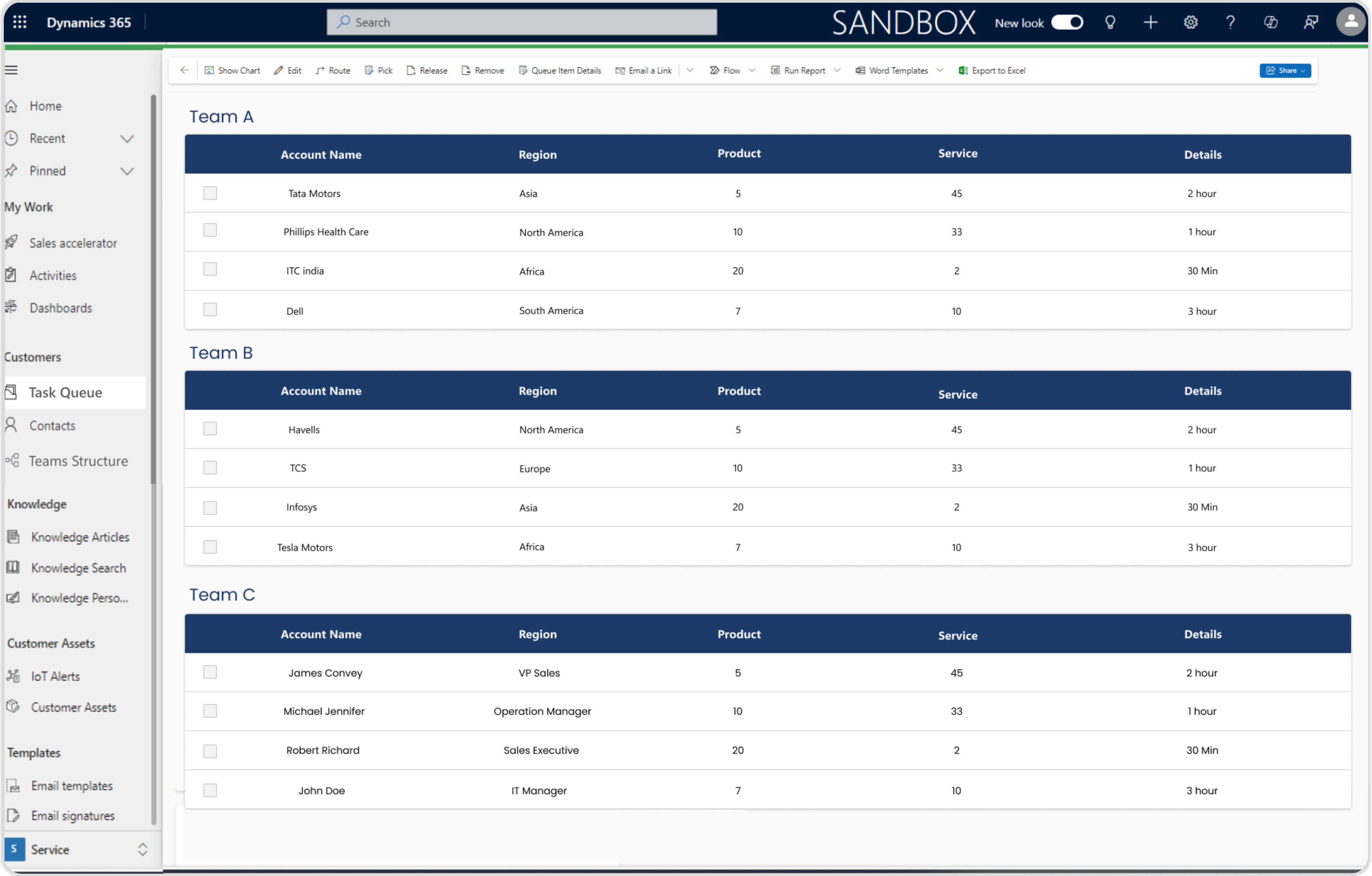
## Tree Structure View

New accounts are automatically assigned to teams based on predefined criteria like region, product, and services, ensuring alignment with the right sales team.



## Queue for Sales Team

Each sales team has access to a team dashboard, which displays all accounts assigned to them. Team members can view and manage these accounts efficiently.




### Team A

| Account Name | Region | Product | Service | Details |
|---|---|---|---|---|
| Tata Motors | Asia | 5 | 45 | 2 hour |
| Phillips Health Care | North America | 10 | 33 | 1 hour |
| ITC india | Africa | 20 | 2 | 30 Min |
| Dell | South America | 7 | 10 | 3 hour |

### Team B

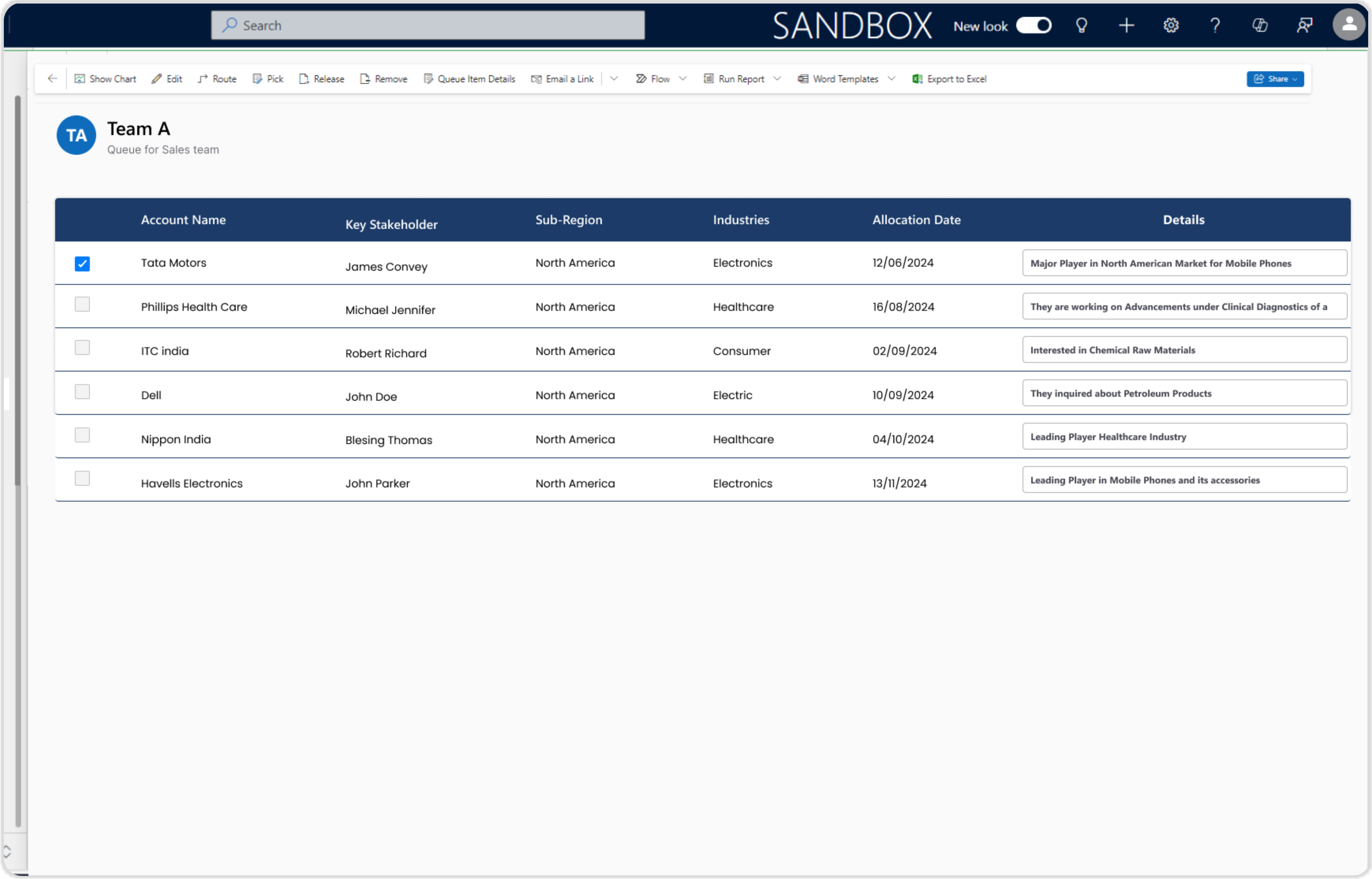
| Account Name | Region | Product | Service | Details |
|---|---|---|---|---|
| Havells | North America | 5 | 45 | 2 hour |
| TCS | Europe | 10 | 33 | 1 hour |
| Infosys | Asia | 20 | 2 | 30 Min |
| Tesla Motors | Africa | 7 | 10 | 3 hour |

### Team C

| Account Name | Region | Product | Service | Details |
|---|---|---|---|---|
| James Convey | VP Sales | 5 | 45 | 2 hour |
| Michael Jennifer | Operation Manager | 10 | 33 | 1 hour |
| Robert Richard | Sales Executive | 20 | 2 | 30 Min |
| John Doe | IT Manager | 7 | 10 | 3 hour |

## Account Allocation

Sales team members can pick up new accounts from the dashboard as they become available, ensuring equitable distribution and timely attention to each account.




| | Account Name | Key Stakeholder | Sub-Region | Industries | Allocation Date | Details |
|---|---|---|---|---|---|---|
| ☑ | Tata Motors | James Convey | North America | Electronics | 12/06/2024 | Major Player in North American Market for Mobile Phones |
| ☐ | Phillips Health Care | Michael Jennifer | North America | Healthcare | 16/08/2024 | They are working on Advancements under Clinical Diagnostics of a |
| ☐ | ITC india | Robert Richard | North America | Consumer | 02/09/2024 | Interested in Chemical Raw Materials |
| ☐ | Dell | John Doe | North America | Electric | 10/09/2024 | They inquired about Petroleum Products |
| ☐ | Nippon India | Blesing Thomas | North America | Healthcare | 04/10/2024 | Leading Player Healthcare Industry |
| ☐ | Havells Electronics | John Parker | North America | Electronics | 13/11/2024 | Leading Player in Mobile Phones and its accessories |

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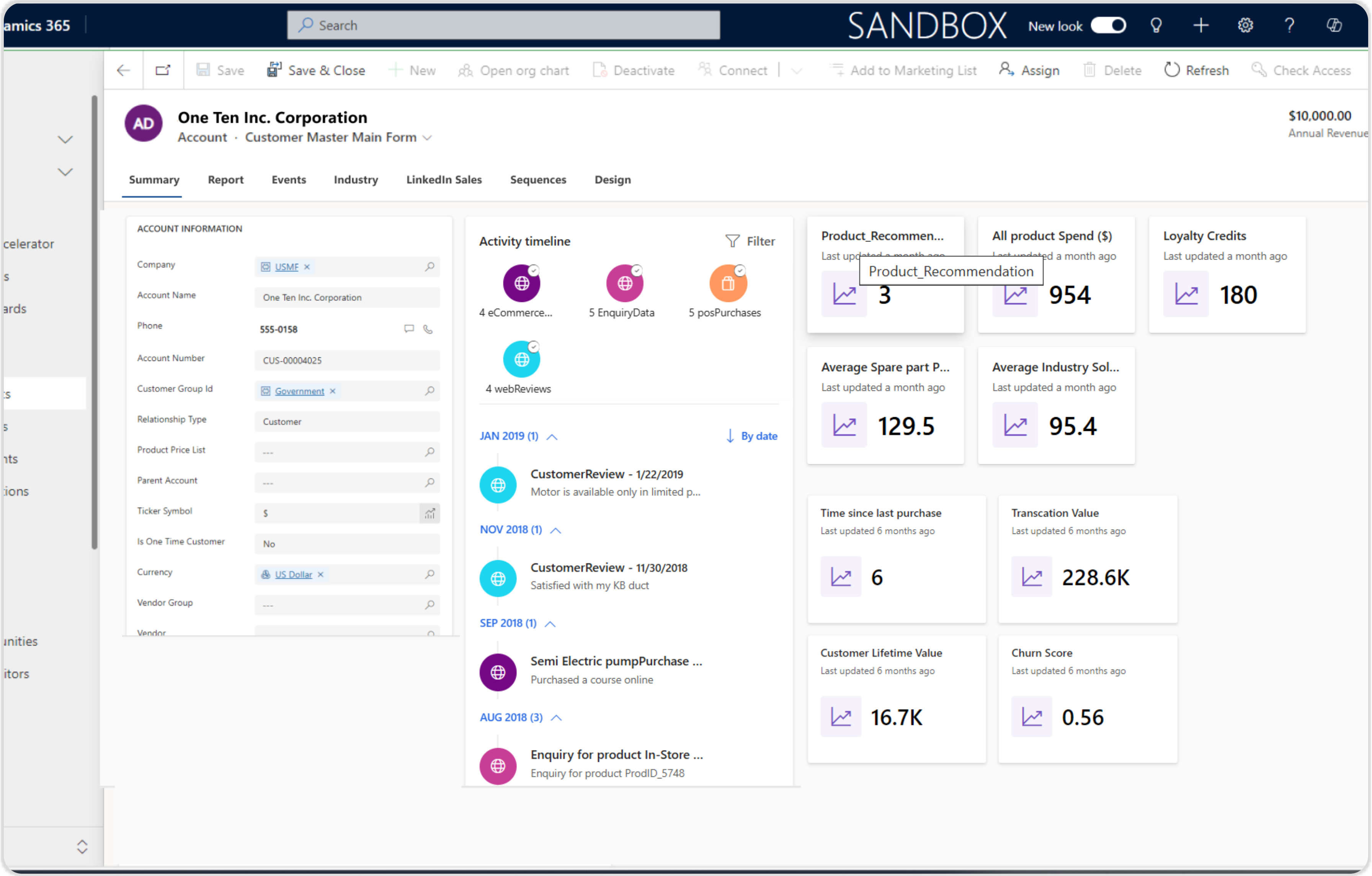
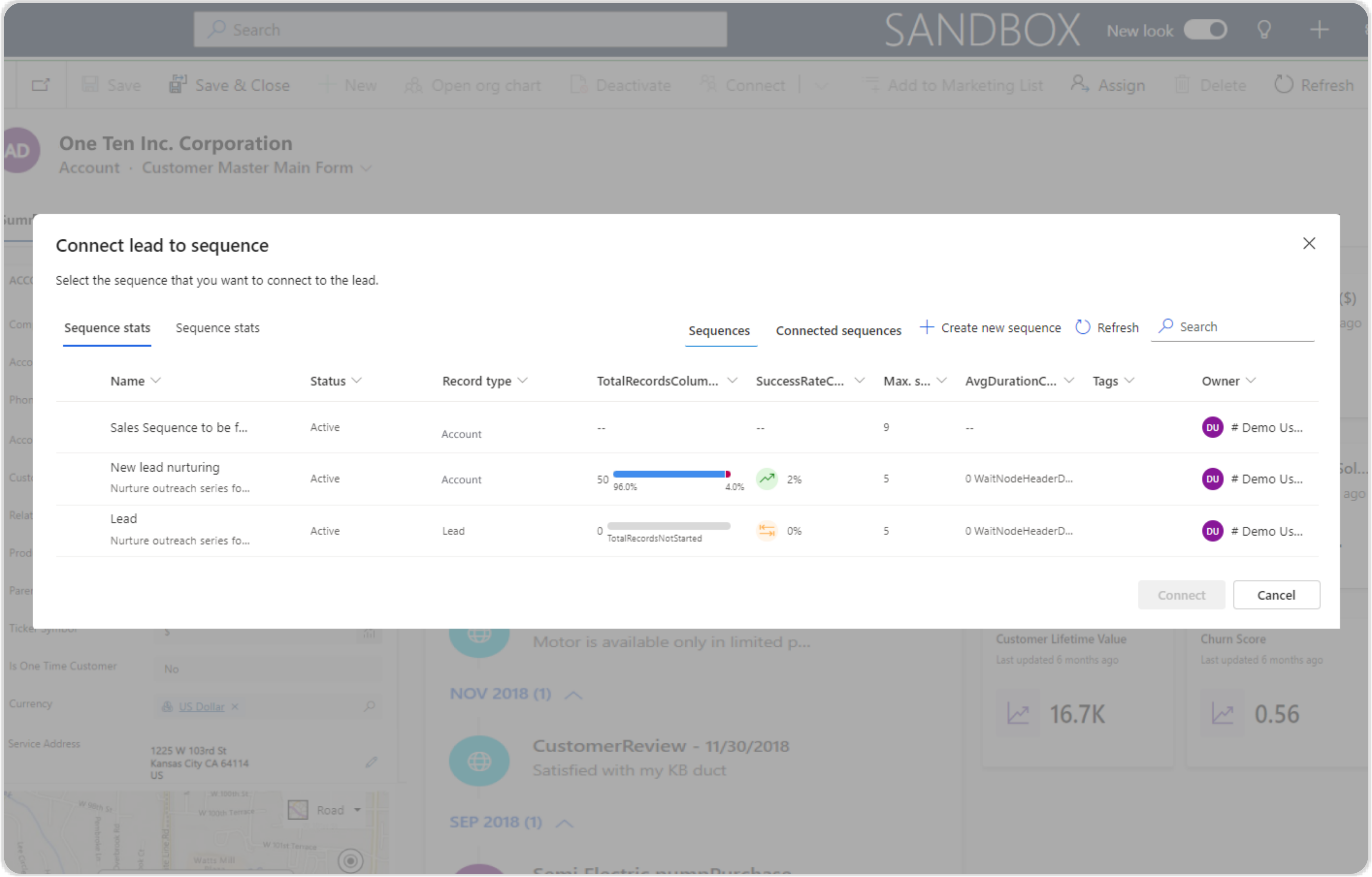
## Activity Timeline & KPI

When a sales representative opens an account, they access activity timeline (360-degree view of customer interactions) and KPIs (AI-driven analytics and actionable suggestions) from D365 Customer Insights.



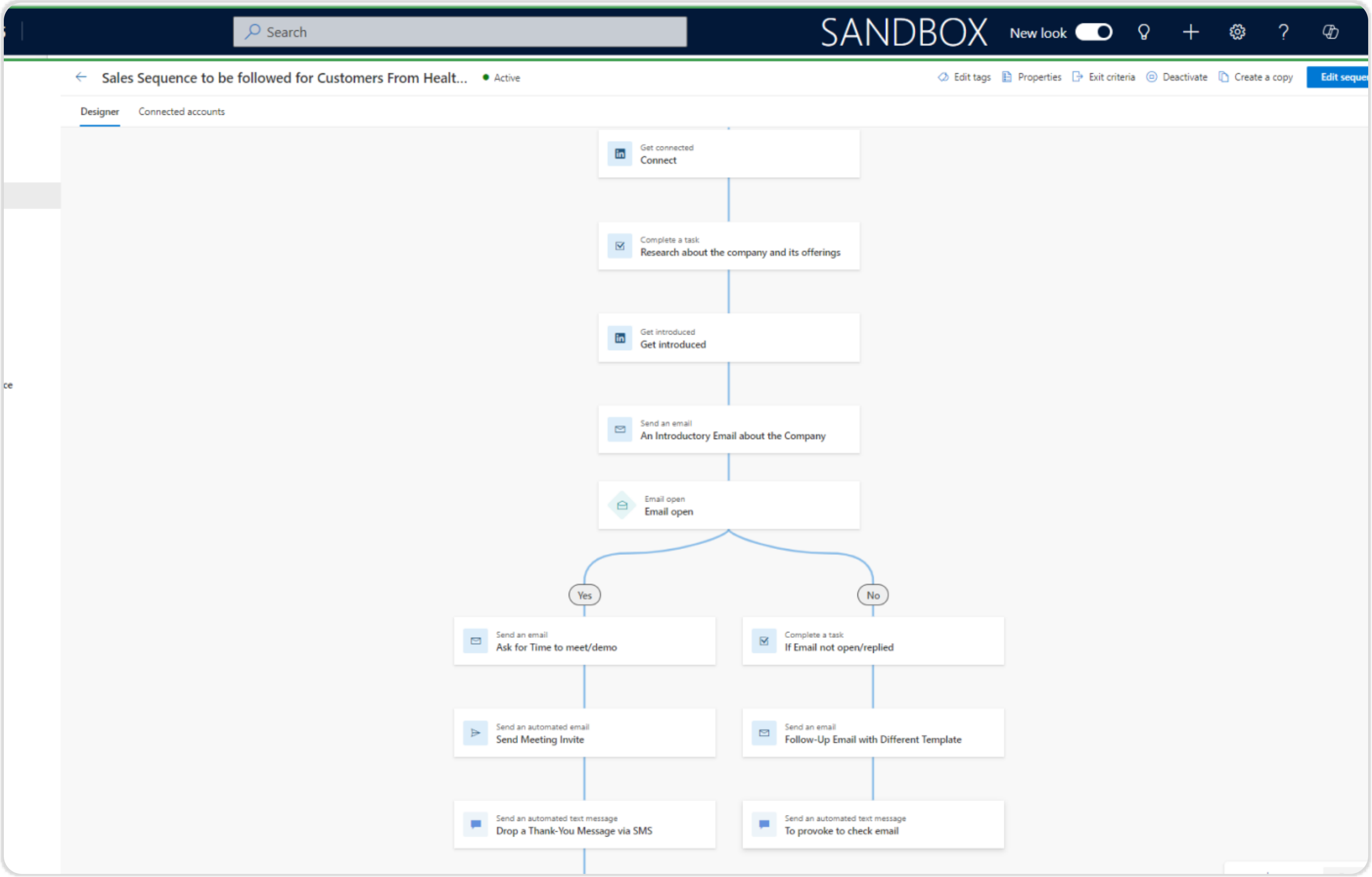
## Activity Template Selection

The sales team can select a follow-up template in Dynamics 365 after reviewing an account, outlining tasks at set intervals to ensure consistent organizational engagement.



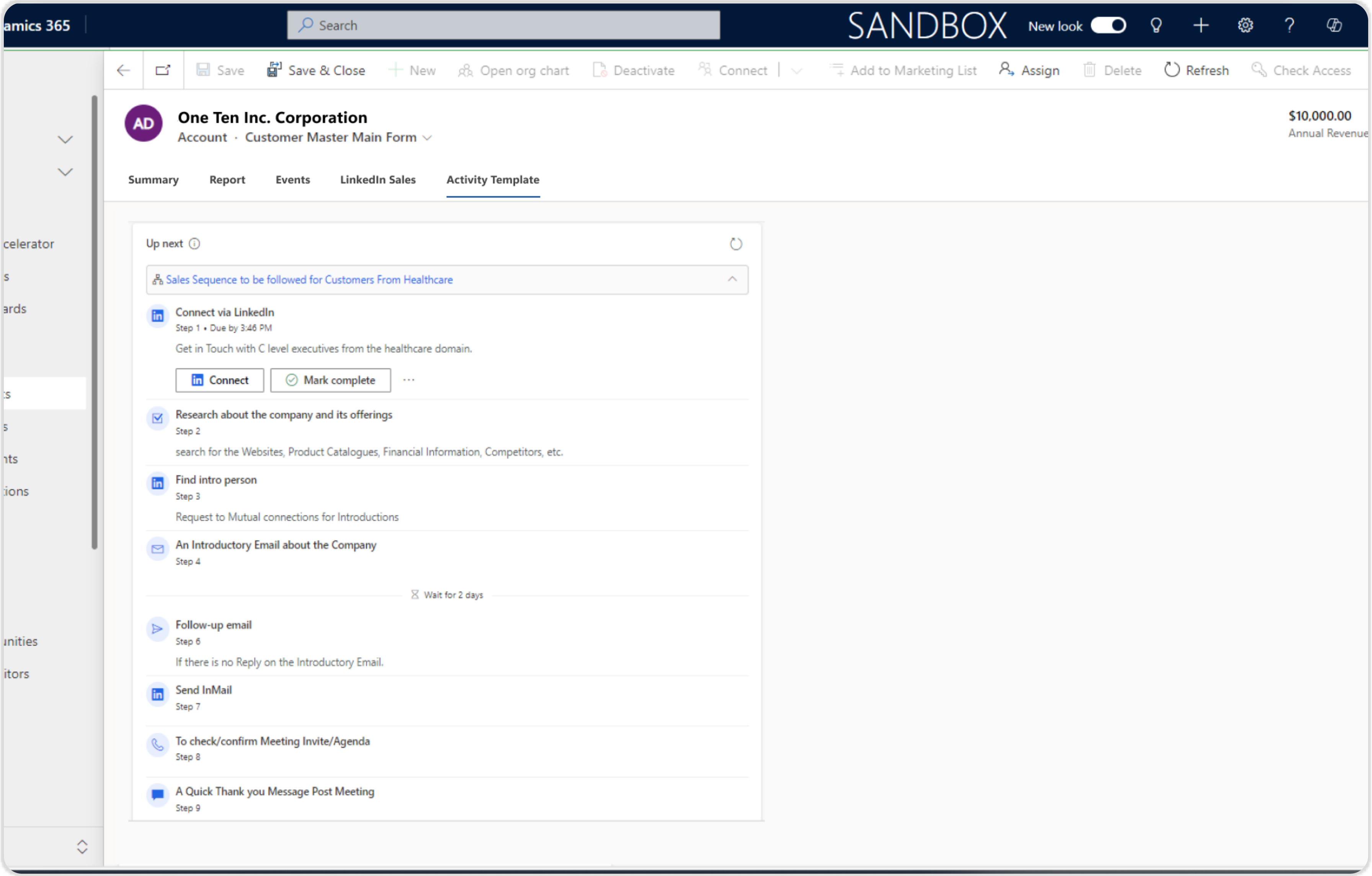
## Activity Template Set-Up

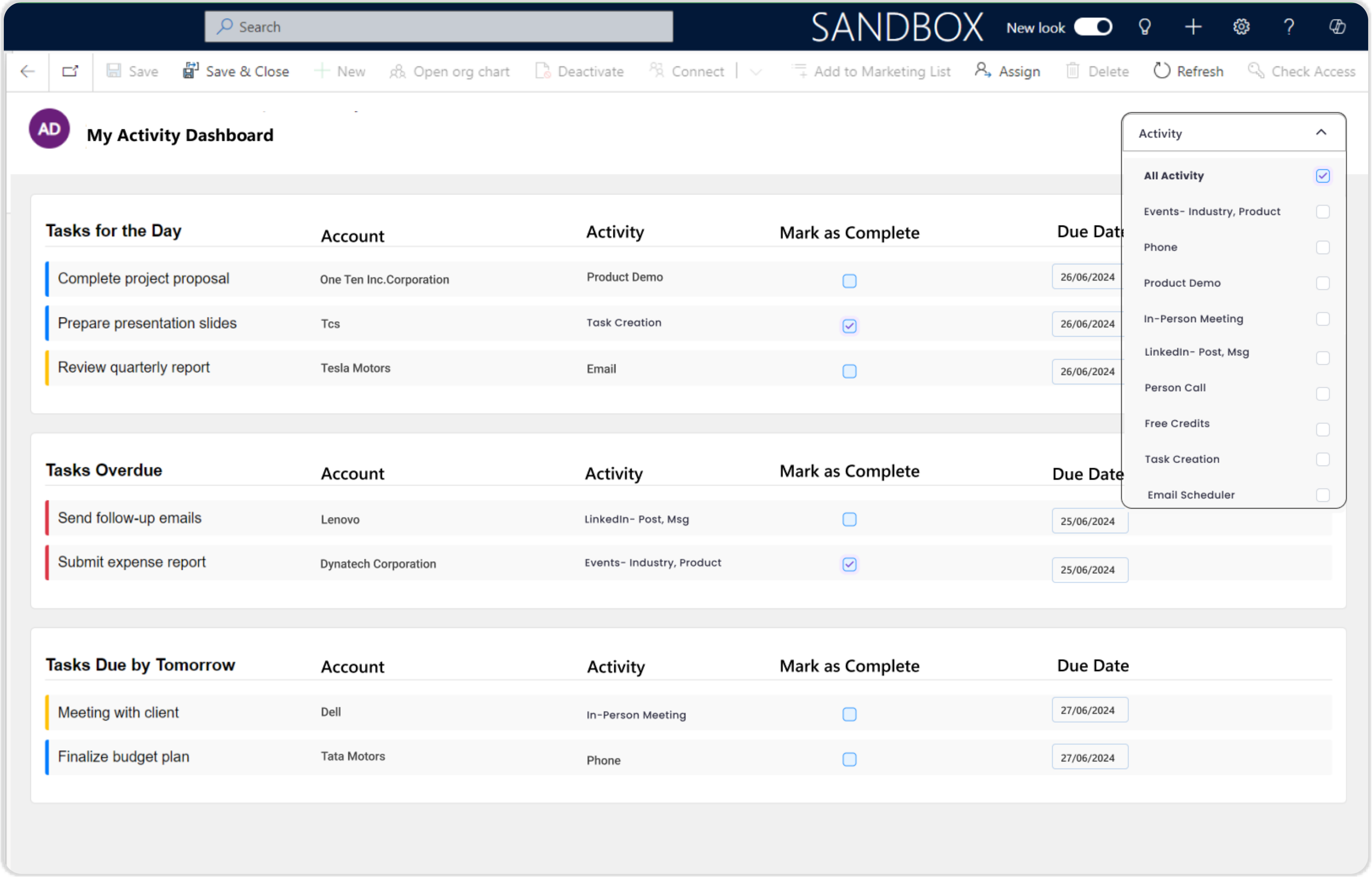
Sales sequences can be designed using different activity templates, integrating social media platforms, and leveraging AI copilot capabilities within the tool. This integration allows for a more personalized and effective outreach strategy.



## Activity Execution

By utilizing these follow-up activity templates, the sales team can maintain a methodical and consistent approach to account-based marketing, enhancing customer engagement and driving business growth.






## Task Management Dashboard

It helps sales team to follow up task which are overdue, due today and due by tomorrow for various activities like events, phone, email, meeting etc.

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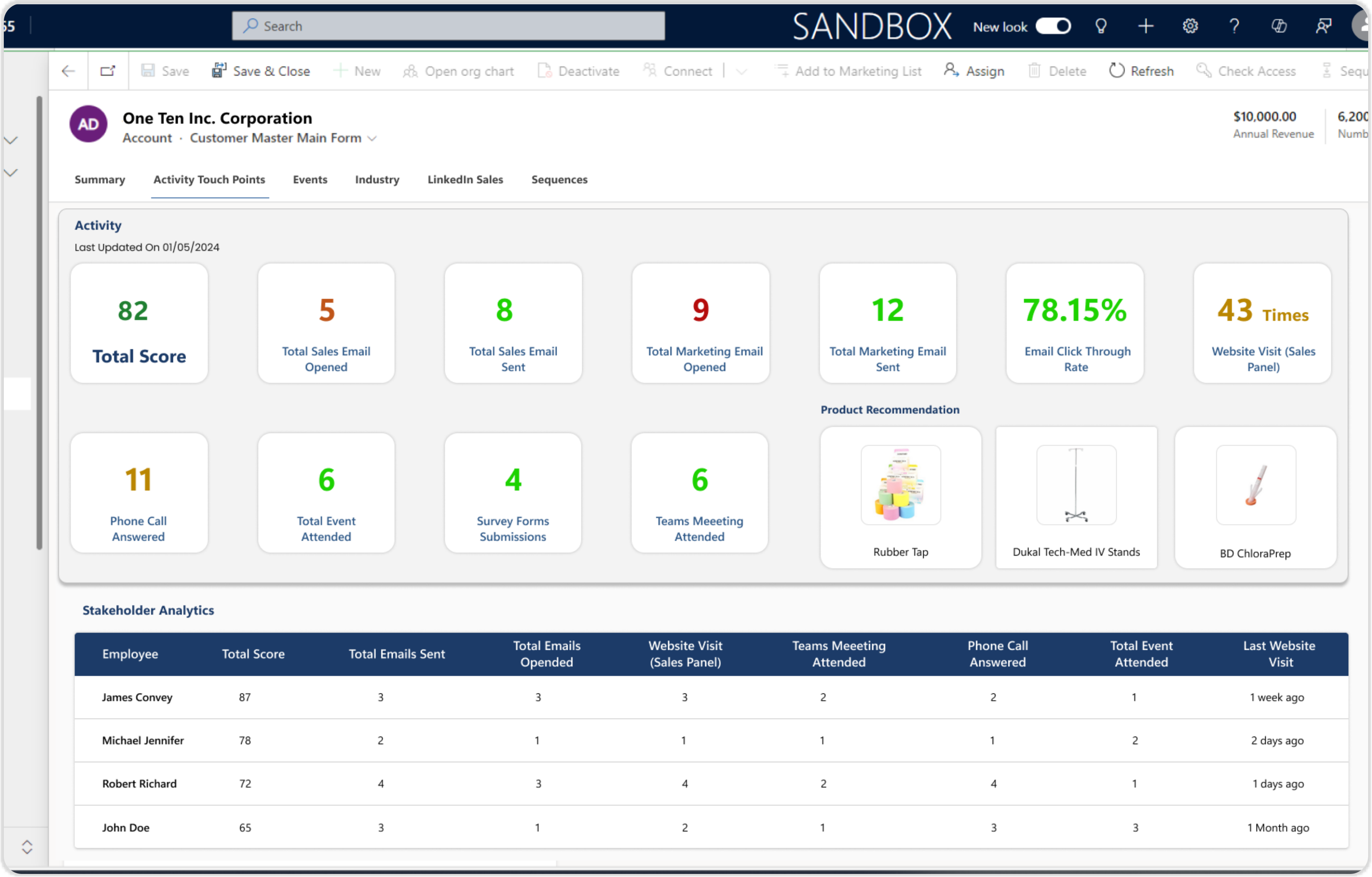
## Account Touchpoint Analytics

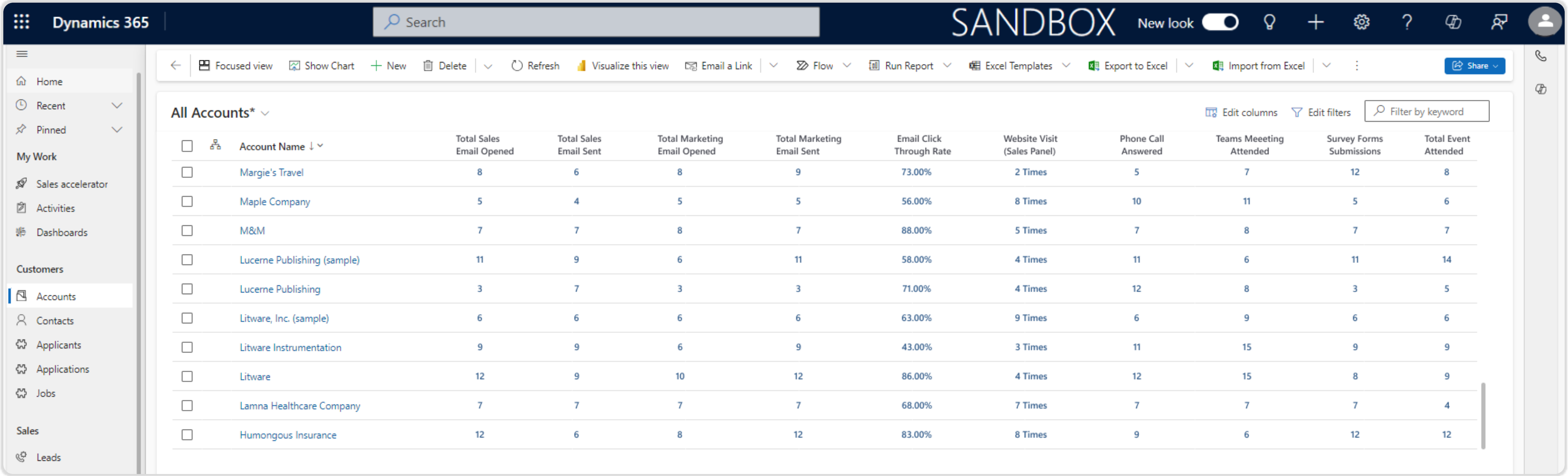
The sales team gains a 360-degree analysis of account touchpoints, including total score, email analytics, website visits, meetings attended, product recommendations, and a ranked list of top stakeholders by touchpoint scores.




| Employee | Total Score | Total Emails Sent | Total Emails Opended | Website Visit (Sales Panel) | Teams Meeeting Attended | Phone Call Answered | Total Event Attended | Last Website Visit |
|---|---|---|---|---|---|---|---|---|
| James Convey | 87 | 3 | 3 | 3 | 2 | 2 | 1 | 1 week ago |
| Michael Jennifer | 78 | 2 | 1 | 1 | 1 | 1 | 2 | 2 days ago |
| Robert Richard | 72 | 4 | 3 | 4 | 2 | 4 | 1 | 1 days ago |
| John Doe | 65 | 3 | 1 | 2 | 1 | 3 | 3 | 1 Month ago |

## All Account Touchpoints

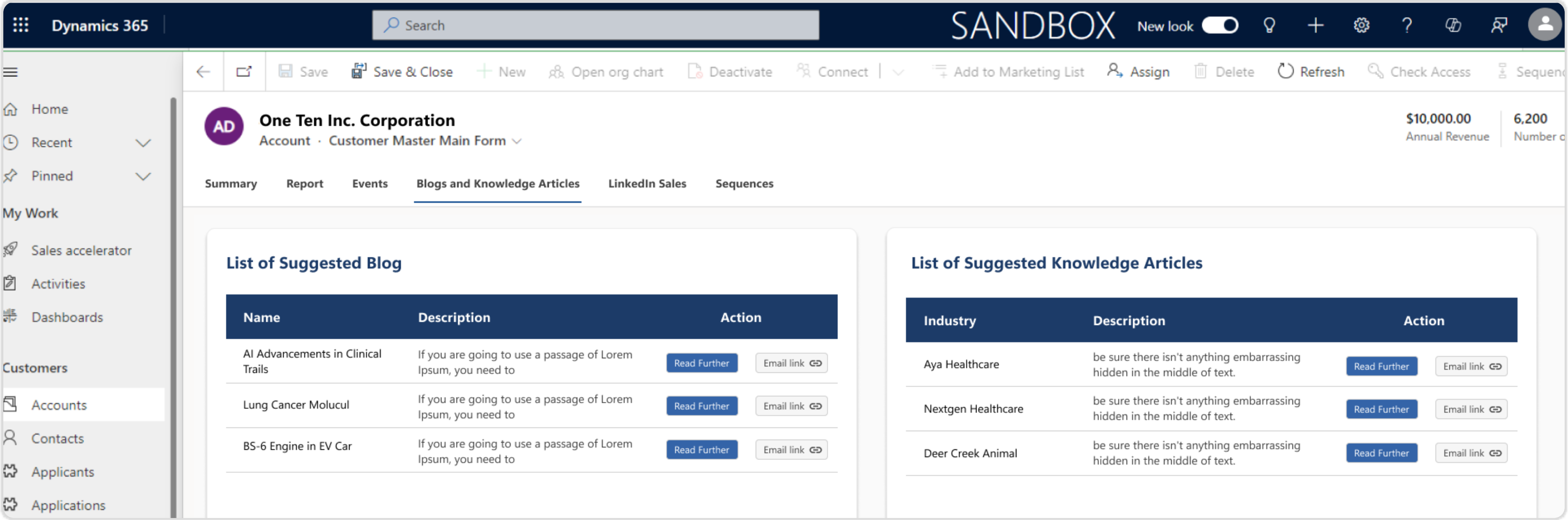
This view helps users to quickly assess the level of engagement with each account, allowing them to identify which accounts require increased attention and follow-up activities. The information is presented in a tabular format, facilitating easy comparison and decision-making.




| Account Name | Total Sales Email Opened | Total Sales Email Sent | Total Marketing Email Opened | Total Marketing Email Sent | Email Click Through Rate | Website Visit (Sales Panel) | Phone Call Answered | Teams Meeeting Attended | Survey Forms Submissions | Total Event Attended |
|---|---|---|---|---|---|---|---|---|---|---|
| Margie's Travel | 8 | 6 | 8 | 9 | 73.00% | 2 Times | 5 | 7 | 12 | 8 |
| Maple Company | 5 | 4 | 5 | 5 | 56.00% | 8 Times | 10 | 11 | 5 | 6 |
| M&M | 7 | 7 | 8 | 7 | 88.00% | 5 Times | 7 | 8 | 7 | 7 |
| Lucerne Publishing (sample) | 11 | 9 | 6 | 11 | 58.00% | 4 Times | 11 | 6 | 11 | 14 |
| Lucerne Publishing | 3 | 7 | 3 | 3 | 71.00% | 4 Times | 12 | 8 | 3 | 5 |
| Litware, Inc. (sample) | 6 | 6 | 6 | 6 | 63.00% | 9 Times | 6 | 9 | 6 | 6 |
| Litware Instrumentation | 9 | 9 | 6 | 9 | 43.00% | 3 Times | 11 | 15 | 9 | 9 |
| Litware | 12 | 9 | 10 | 12 | 86.00% | 4 Times | 12 | 15 | 8 | 9 |
| Lamna Healthcare Company | 7 | 7 | 7 | 7 | 68.00% | 7 Times | 7 | 7 | 7 | 4 |
| Humongous Insurance | 12 | 6 | 8 | 12 | 83.00% | 8 Times | 9 | 6 | 12 | 12 |

## Blogs & Knowledge Articles

The system recommends curated blogs that align with customer interests, offering insights into industry trends and best practices. It also provides access to in-depth knowledge articles, addressing common questions and facilitating self-service problem resolution.



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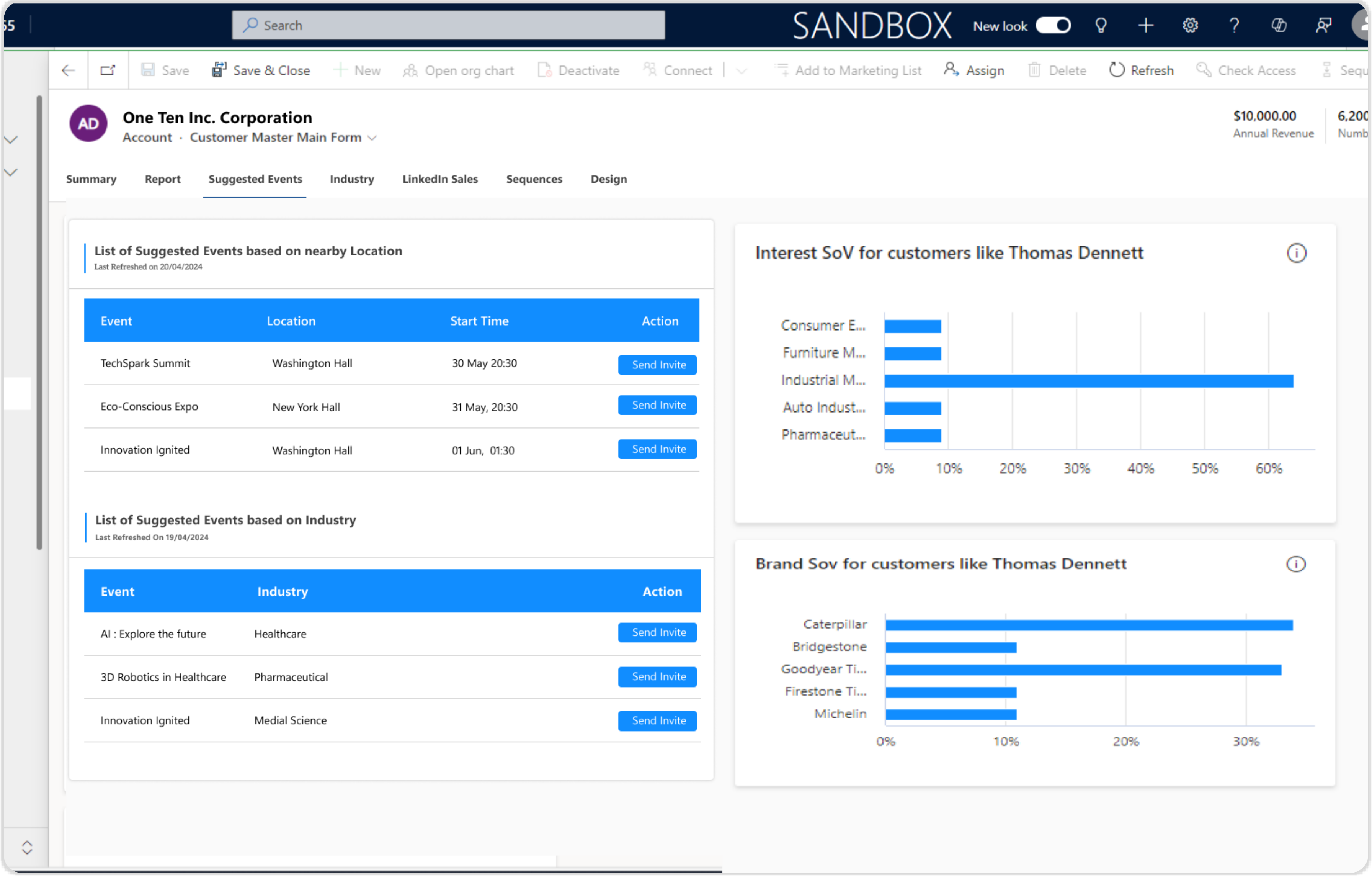
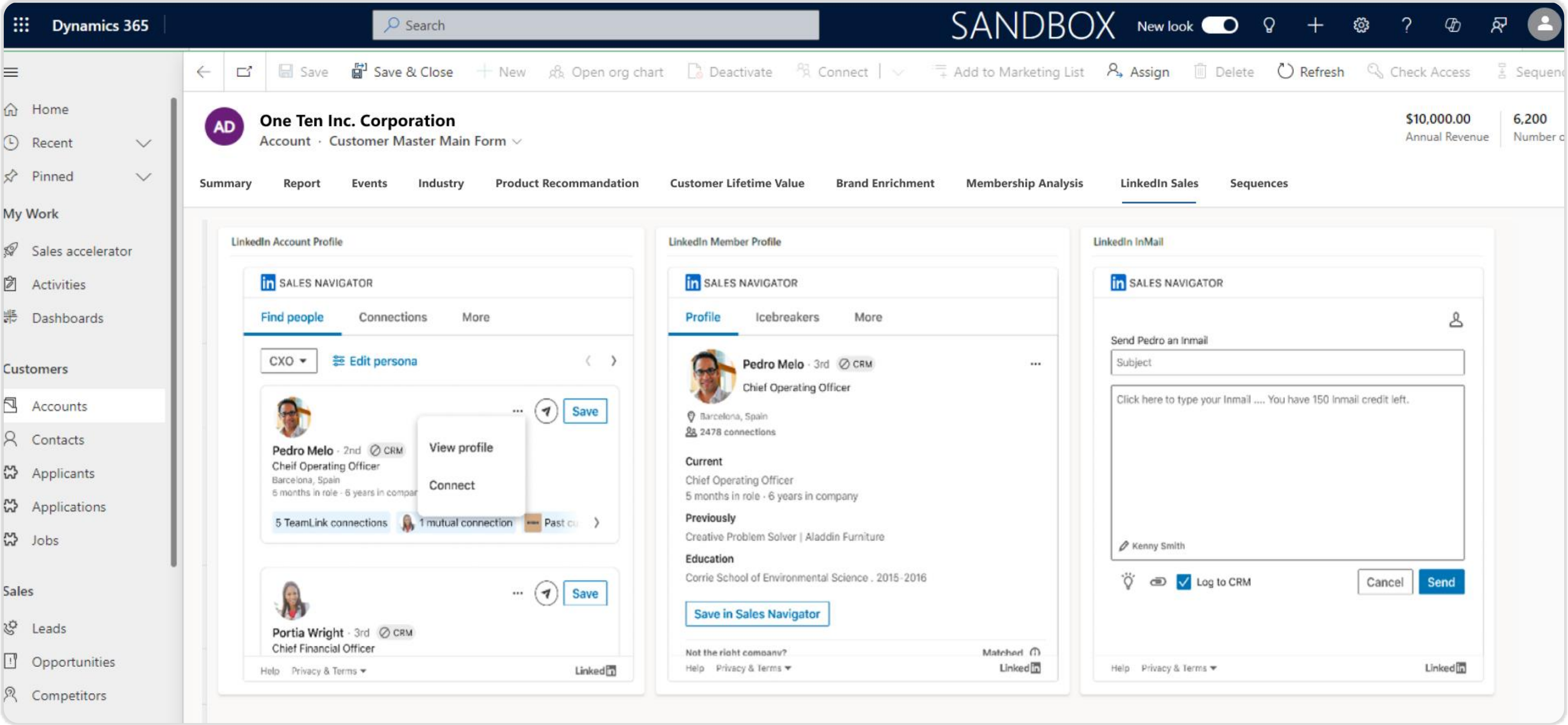
## Event Suggestions

Dynamics 365 suggests events for the sales team to engage with customers, including nearby events and those aligned with customer interests. These suggestions are enhanced by insights from the D365 Customer Insights platform, reflecting customer preferences and Brand Share of Voice (SOV).



## LinkedIn Integration

With LinkedIn integration, the system suggests customer account profiles and key stakeholders, complete with icebreakers. The sales team can also send LinkedIn InMail directly from Dynamics 365, enhancing networking and relationship-building efforts.



## Account Overview Dashboard

This section offers insights into top accounts based on overall touchpoint scores. It provides a detailed view of accounts by industry and a geographical concentration map, helping the sales team to understand the distribution and focus areas.

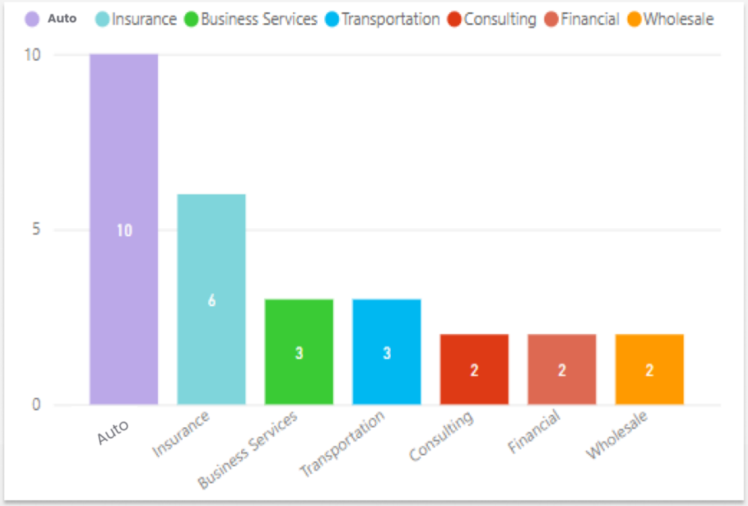
### Account Overview Dashboard

Region Product Score

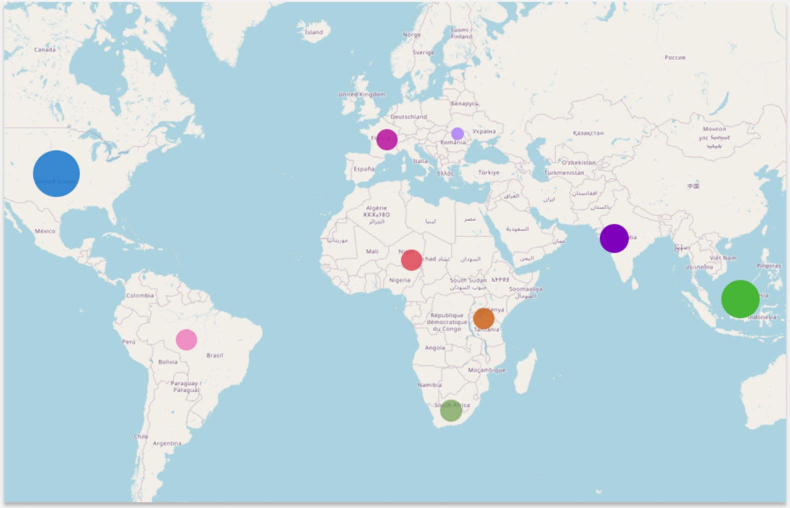
| Account Name | Product/Service | Region | Highest Active Score |
|---|---|---|---|
| James Convey | James Convey | James Convey | 95 |
| Michael Jennifer | Michael Jennifer | Michael Jennifer | 90 |
| Robert Richard | Robert Richard | Robert Richard | 80 |
| John Doe | John Doe | John Doe | 75 |
| James Convey | James Convey | James Convey | 73 |
| Michael Jennifer | Michael Jennifer | Michael Jennifer | 68 |

| Account Name | Product/Service | Region | Lowest Active Score |
|---|---|---|---|
| James Convey | James Convey | James Convey | 42 |
| Michael Jennifer | Michael Jennifer | Michael Jennifer | 50 |
| Robert Richard | Robert Richard | Robert Richard | 67 |
| John Doe | John Doe | John Doe | 68 |
| James Convey | James Convey | James Convey | 73 |
| Michael Jennifer | Michael Jennifer | Michael Jennifer | 75 |

### Accounts by Industries

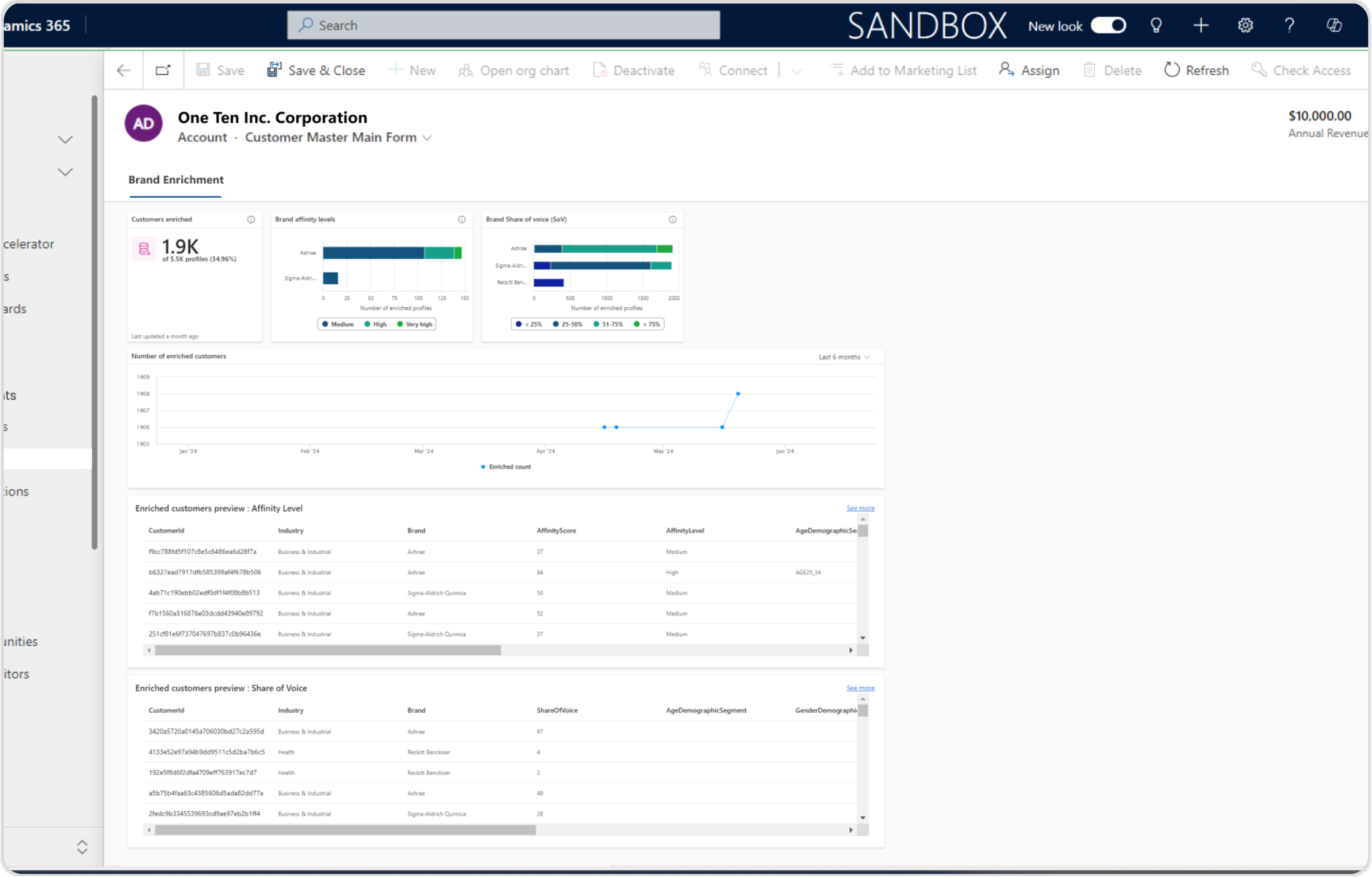



### Global Chart



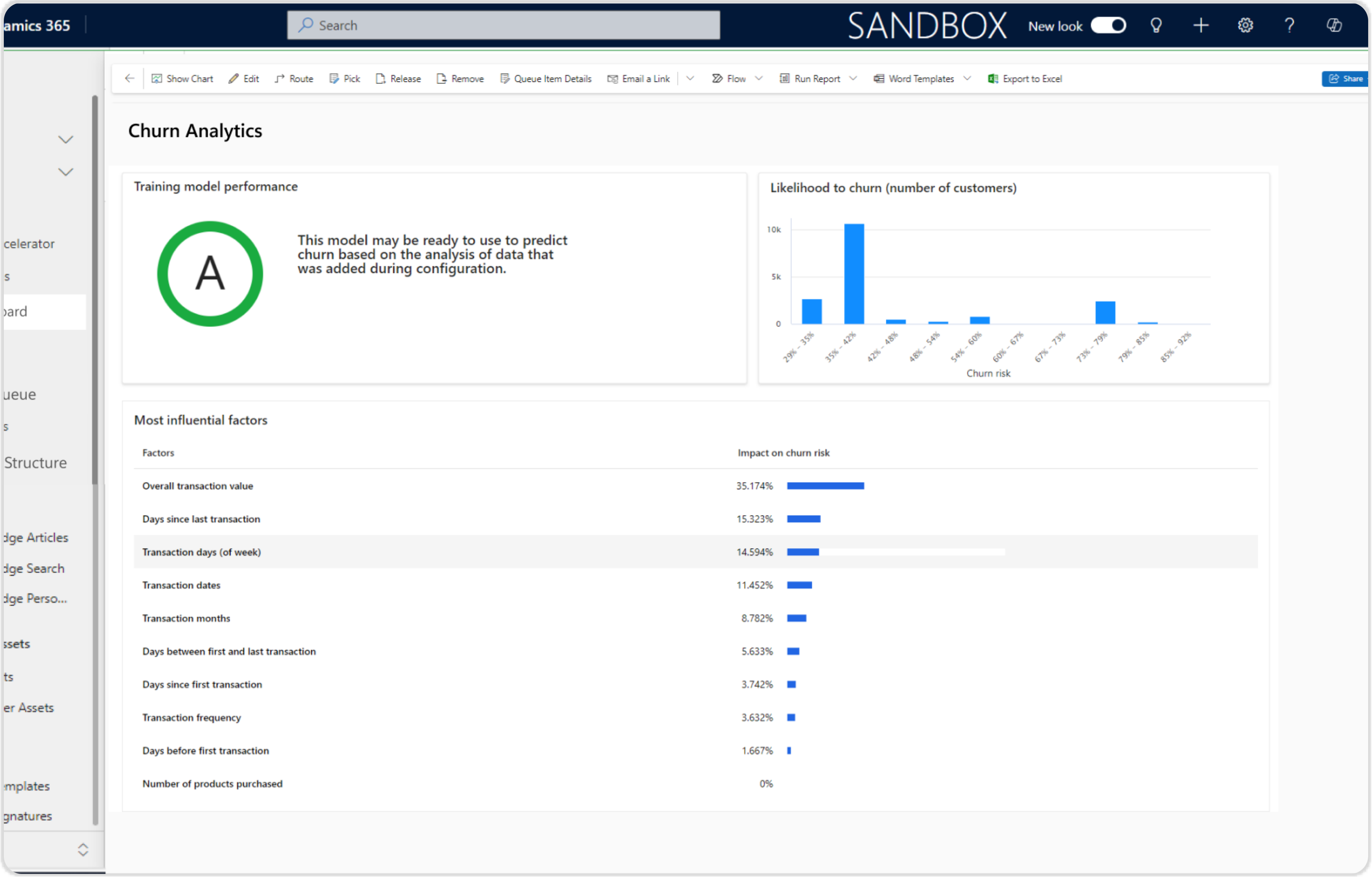
## Brand Enrichment

This feature provides an overall report on the customer's brand Share of Voice (SOV), enabling the sales team to gauge the brand's presence and influence in the market.



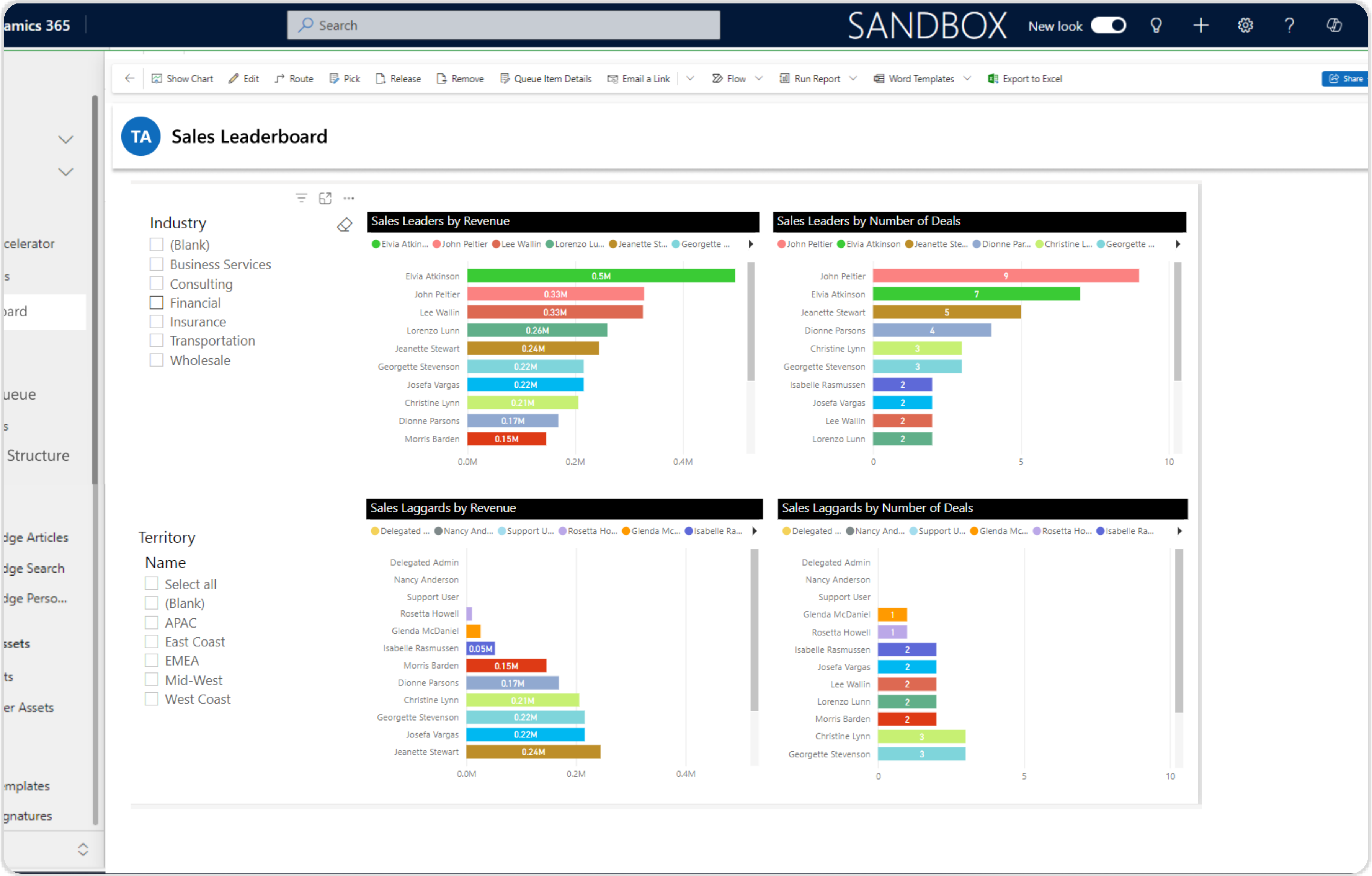
## Churn Score

This tool delivers an in-depth analysis of customer churn behavior, allowing the sales team to identify at-risk accounts and develop strategies to retain them.



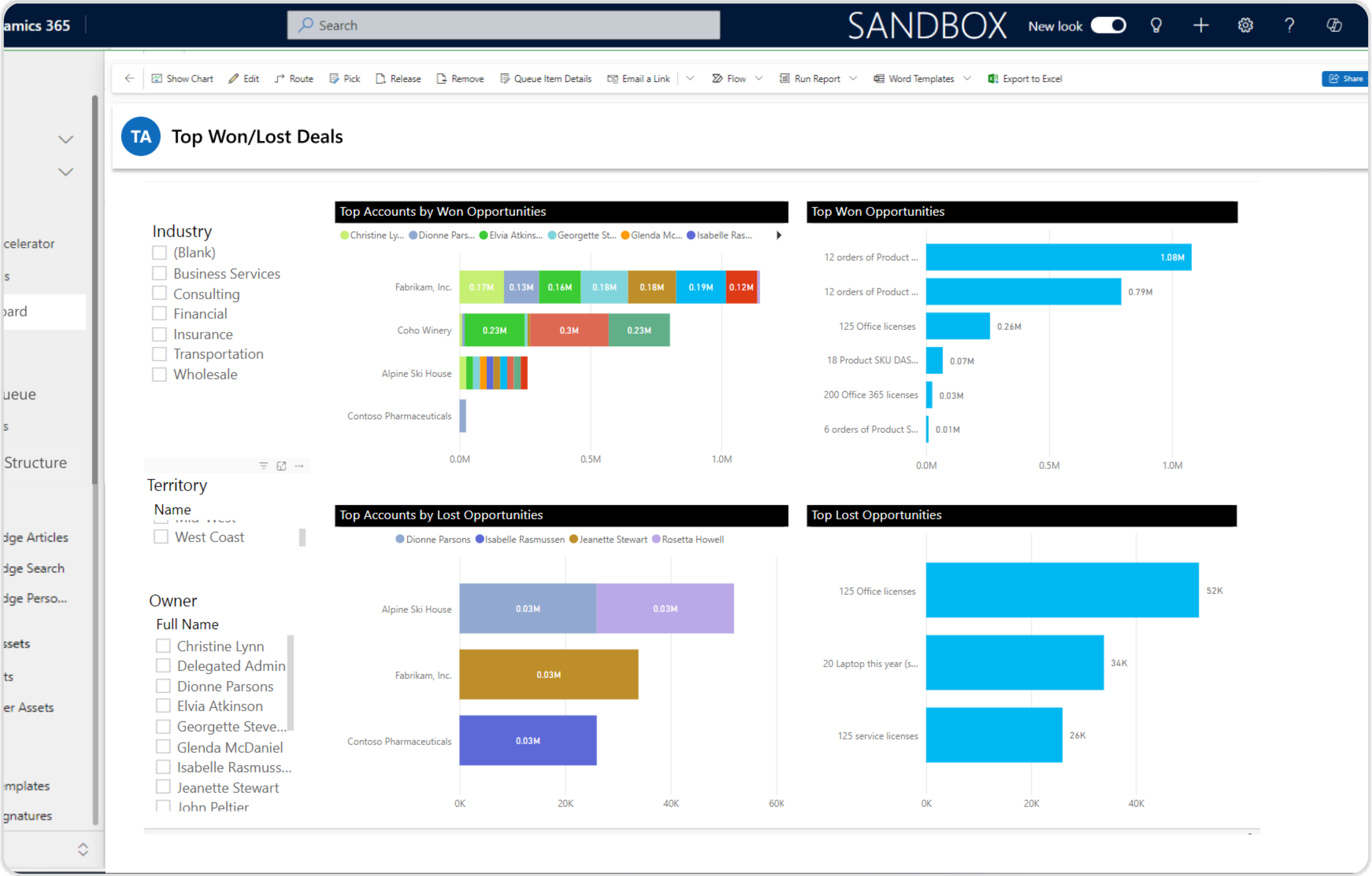
## Sales Leaderboard

A dynamic leaderboard highlighting the top-performing sales team members. This promotes healthy competition and recognizes outstanding performance within the team.



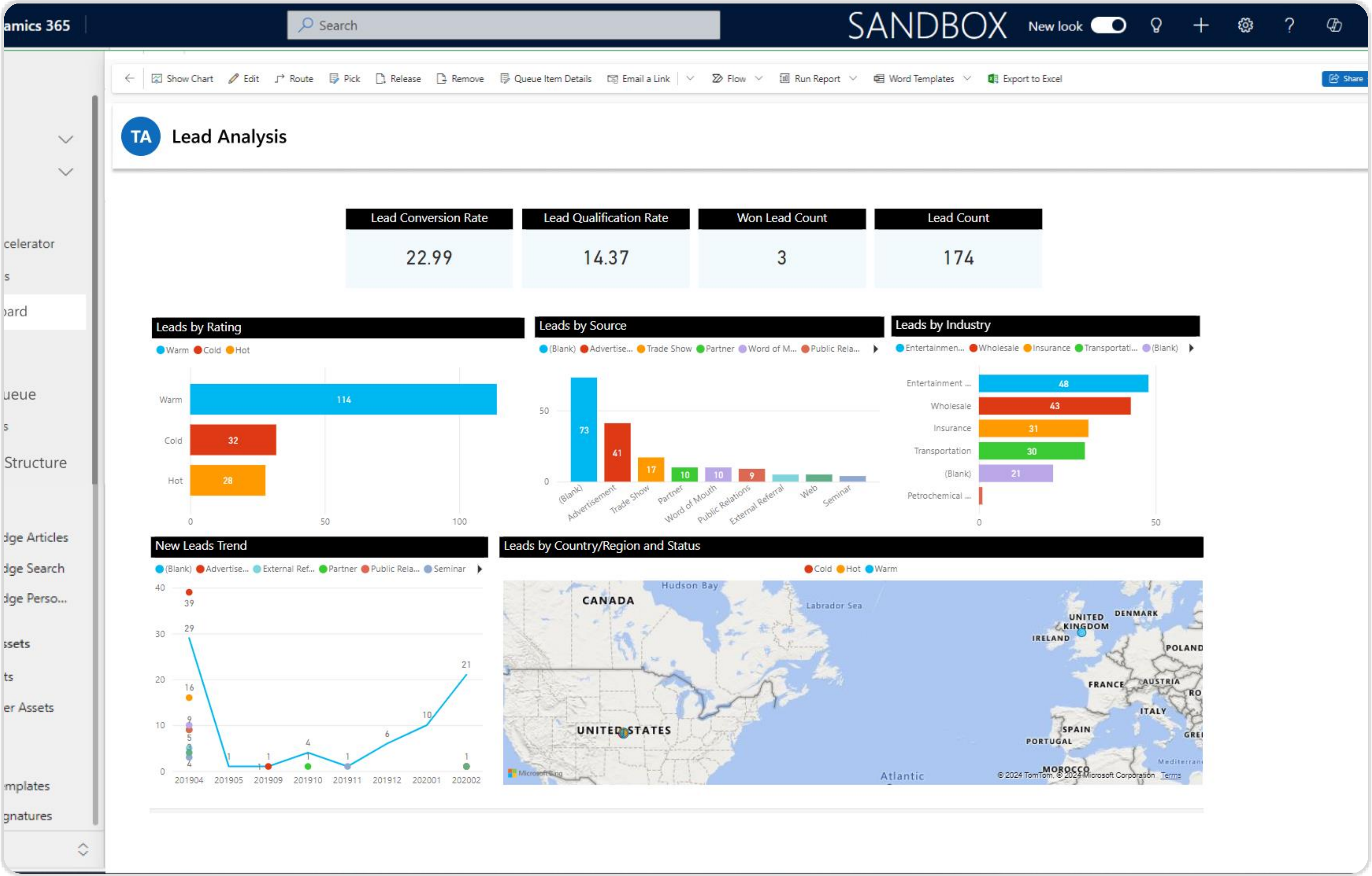
## Top Won/Lost Deals

An analysis of the top won and lost deals based on accounts. This helps the sales team to understand the factors contributing to success and areas that need improvement.



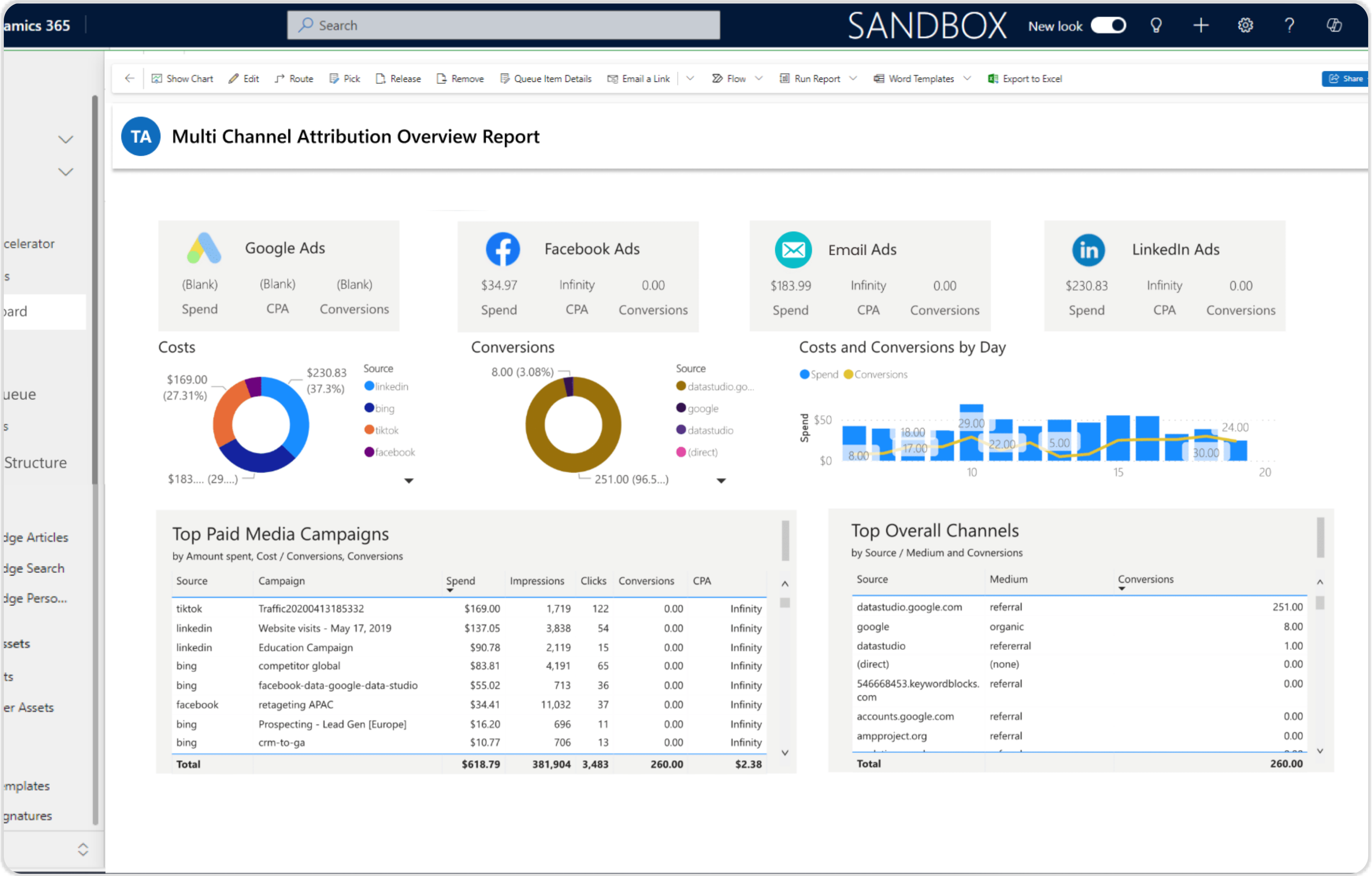
## Lead Analysis

The account lead dashboard provides a comprehensive view of leads, offering insights into lead sources, statuses, and conversion rates.



## Multi-Channel Attribution Review Report

This report gives an overview of customer touchpoints and cost analysis across various channels. It helps the sales team to evaluate the effectiveness of different marketing channels and optimize resource allocation.




| Source | Campaign | Spend | Impressions | Clicks | Conversions | CPA |
|---|---|---|---|---|---|---|
| tiktok | Traffic20200413185332 | $169.00 | 1,719 | 122 | 0.00 | Infinity |
| linkedin | Website visits - May 17, 2019 | $137.05 | 3,838 | 54 | 0.00 | Infinity |
| linkedin | Education Campaign | $90.78 | 2,119 | 15 | 0.00 | Infinity |
| bing | competitor global | $83.81 | 4,191 | 65 | 0.00 | Infinity |
| bing | facebook-data-google-data-studio | $55.02 | 713 | 36 | 0.00 | Infinity |
| facebook | retageting APAC | $34.41 | 11,032 | 37 | 0.00 | Infinity |
| bing | Prospecting - Lead Gen [Europe] | $16.20 | 696 | 11 | 0.00 | Infinity |
| bing | crm-to-ga | $10.77 | 706 | 13 | 0.00 | Infinity |
| **Total** | | **$618.79** | **381,904** | **3,483** | **260.00** | **$2.38** |

| Source | Medium | Conversions |
|---|---|---|
| datastudio.google.com | referral | 251.00 |
| google | organic | 8.00 |
| datastudio | refererral | 1.00 |
| (direct) | (none) | 0.00 |
| 546668453.keywordblocks.com | referral | 0.00 |
| accounts.google.com | referral | 0.00 |
| ampproject.org | referral | 0.00 |
| **Total** | | **260.00** |

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