



Accelerate Business

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.



150+

Global Projects

100+

Happy Clients

420+

Expert Minds

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

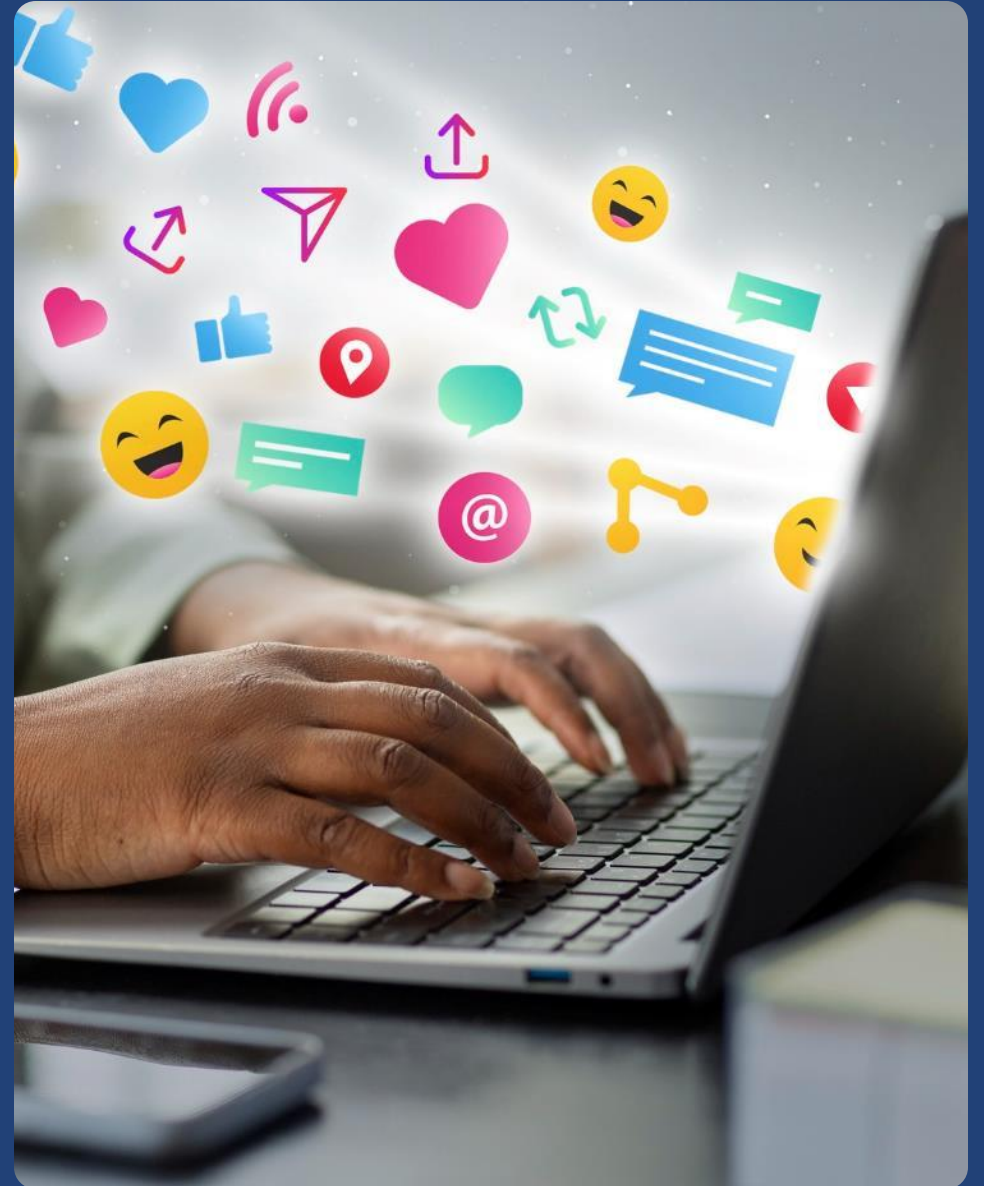


Microsoft
Purview



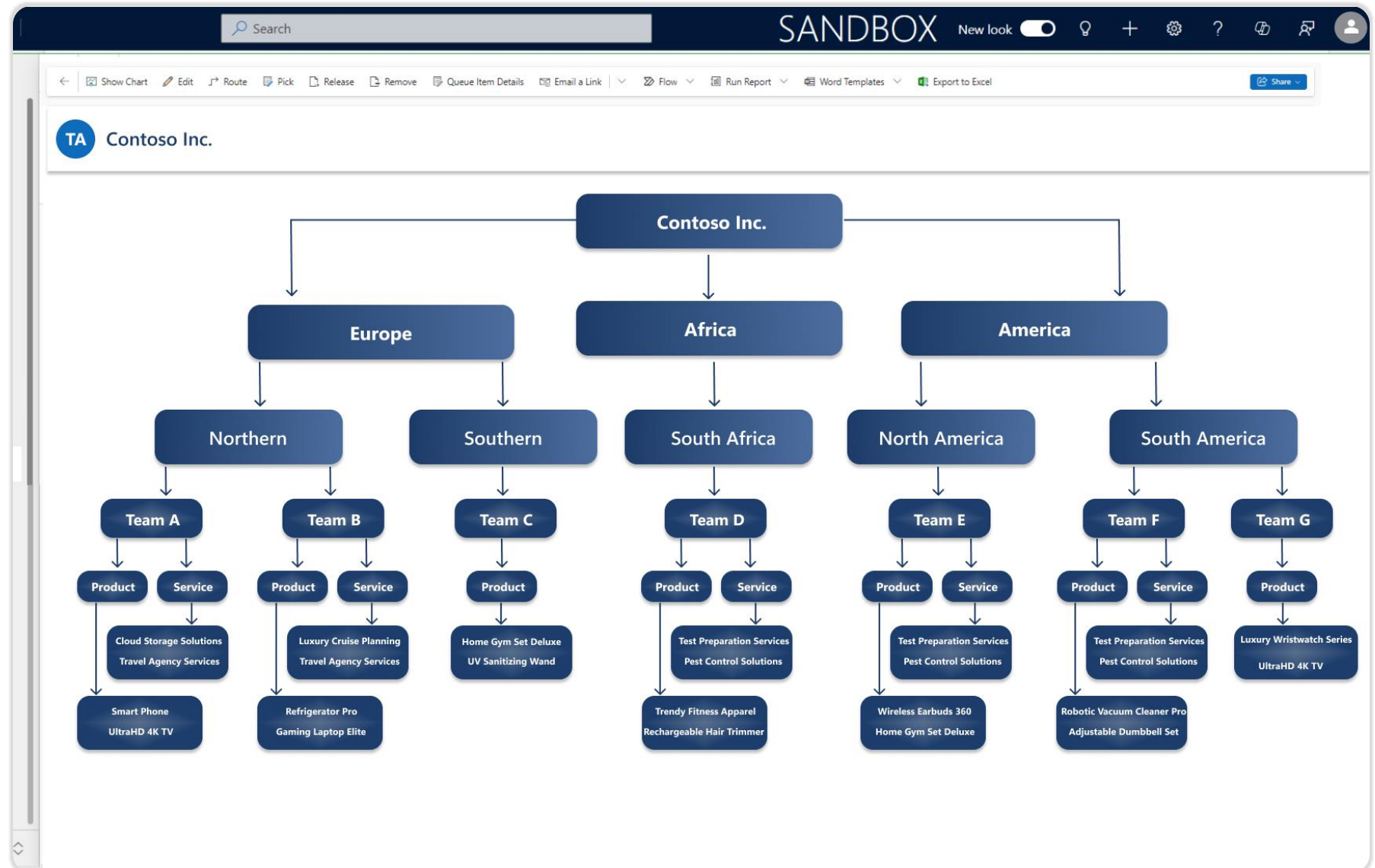
Real-Time
Intelligence

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.

Search

SANDBOX

New look

Show Chart

Edit

Route

Pick

Release

Remove

Queue Item Details

Email a Link

Flow

Run Report

Word Templates

Export to Excel

Share

TA

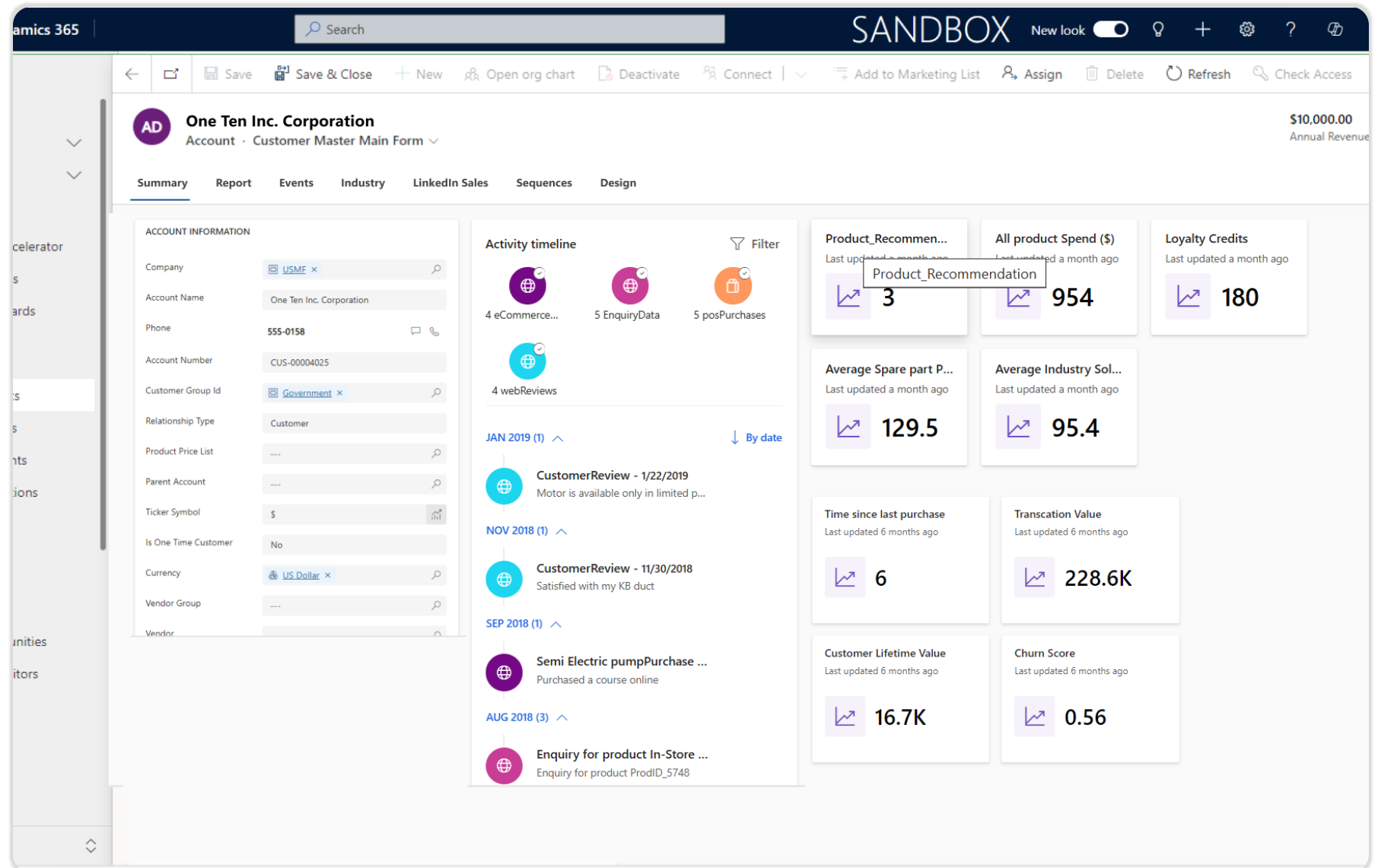
Team A

Queue for Sales team

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

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.

Connect lead to sequence

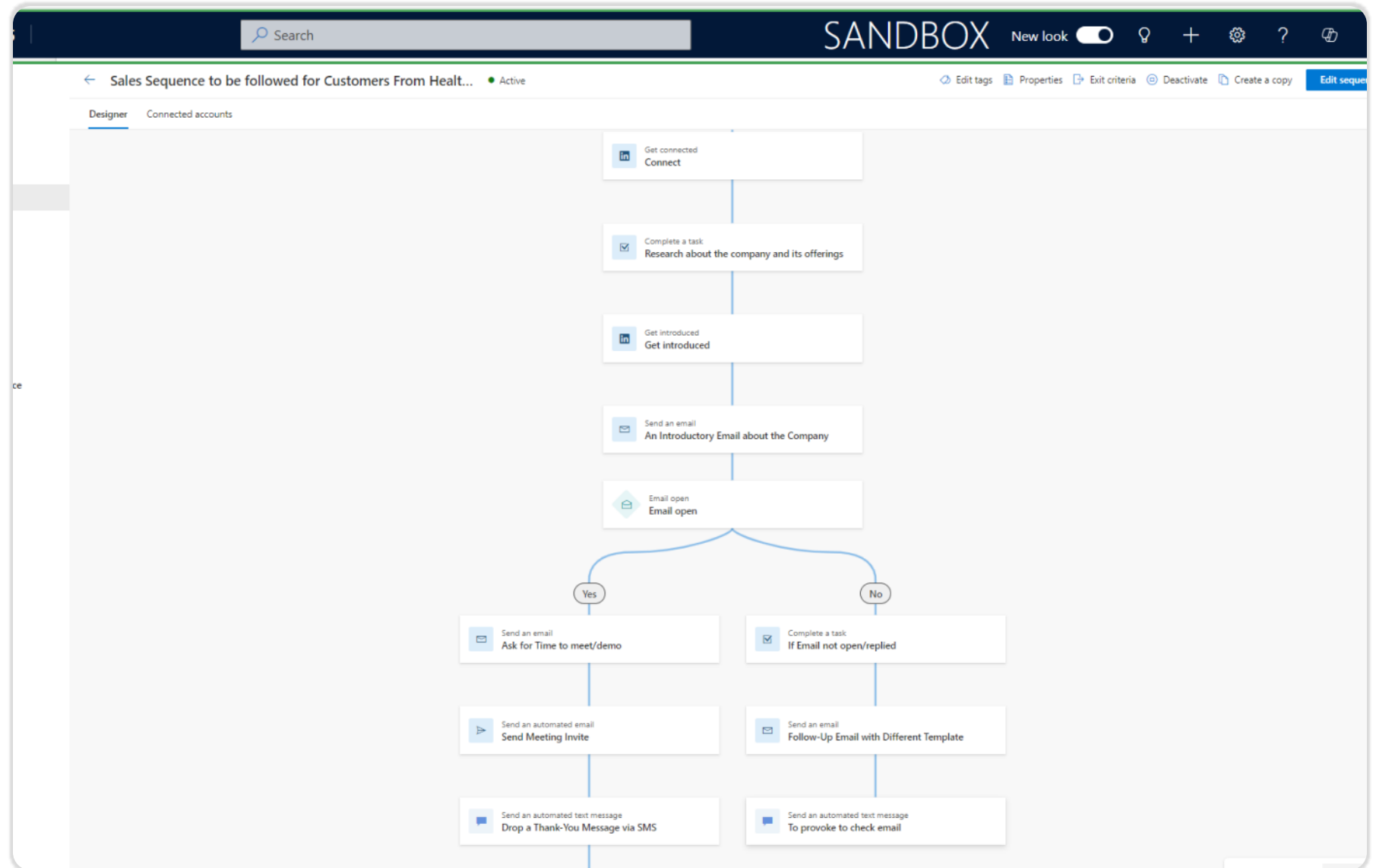
Select the sequence that you want to connect to the lead.

Name	Status	Record type	TotalRecordsColumn	SuccessRateC...	Max. s...	AvgDurationC...	Tags	Owner
Sales Sequence to be f...	Active	Account	--	--	9	--		# Demo Us...
New lead nurturing Nurture outreach series fo...	Active	Account	50 96.0%	4.0% 2%	5	0 WaitNodeHeaderD...		# Demo Us...
Lead Nurture outreach series fo...	Active	Lead	0 TotalRecordsNotStarted	0%	5	0 WaitNodeHeaderD...		# Demo Us...

Buttons: Connect, Cancel

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.

The screenshot displays the Dynamics 365 interface for a customer account, "One Ten Inc. Corporation". The top navigation bar includes a search bar, a "SANDBOX" label, and various system icons. Below the navigation bar, a toolbar contains actions like "Save", "Save & Close", "New", "Open org chart", "Deactivate", "Connect", "Add to Marketing List", "Assign", "Delete", "Refresh", and "Check Access".

The main content area shows the "Activity Template" tab selected for the account. The account details include the name "One Ten Inc. Corporation", the type "Account", and the "Customer Master Main Form". The annual revenue is listed as "\$10,000.00".

The activity template itself is a sequence of steps:

- Up next**: A dropdown menu showing "Sales Sequence to be followed for Customers From Healthcare".
- Step 1**: "Connect via LinkedIn" (Due by 3:46 PM). Description: "Get in Touch with C level executives from the healthcare domain." Actions: "Connect" and "Mark complete".
- Step 2**: "Research about the company and its offerings". Description: "search for the Websites, Product Catalogues, Financial Information, Competitors, etc." (Marked complete with a checkmark).
- Step 3**: "Find intro person". Description: "Request to Mutual connections for Introductions".
- Step 4**: "An Introductory Email about the Company". Description: "Wait for 2 days".
- Step 6**: "Follow-up email". Description: "If there is no Reply on the Introductory Email." (Note: Step 5 is missing).
- Step 7**: "Send InMail".
- Step 8**: "To check/confirm Meeting Invite/Agenda".
- Step 9**: "A Quick Thank you Message Post Meeting".

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.

Search

SANDBOX

New look

+

?

Save

Save & Close

New

Open org chart

Deactivate

Connect

Add to Marketing List

Assign

Delete

Refresh

Check Access

AD

My Activity Dashboard

Tasks for the Day

	Account	Activity	Mark as Complete	Due Date
Complete project proposal	One Ten Inc. Corporation	Product Demo	<input type="checkbox"/>	26/06/2024
Prepare presentation slides	Tcs	Task Creation	<input checked="" type="checkbox"/>	26/06/2024
Review quarterly report	Tesla Motors	Email	<input type="checkbox"/>	26/06/2024

Tasks Overdue

	Account	Activity	Mark as Complete	Due Date
Send follow-up emails	Lenovo	LinkedIn- Post, Msg	<input type="checkbox"/>	25/06/2024
Submit expense report	Dynatech Corporation	Events- Industry, Product	<input checked="" type="checkbox"/>	25/06/2024

Tasks Due by Tomorrow

	Account	Activity	Mark as Complete	Due Date
Meeting with client	Dell	In-Person Meeting	<input type="checkbox"/>	27/06/2024
Finalize budget plan	Tata Motors	Phone	<input type="checkbox"/>	27/06/2024

Activity

All Activity☒

Events- Industry, Product☐

Phone☐

Product Demo☐

In-Person Meeting☐

LinkedIn- Post, Msg☐

Person Call☐

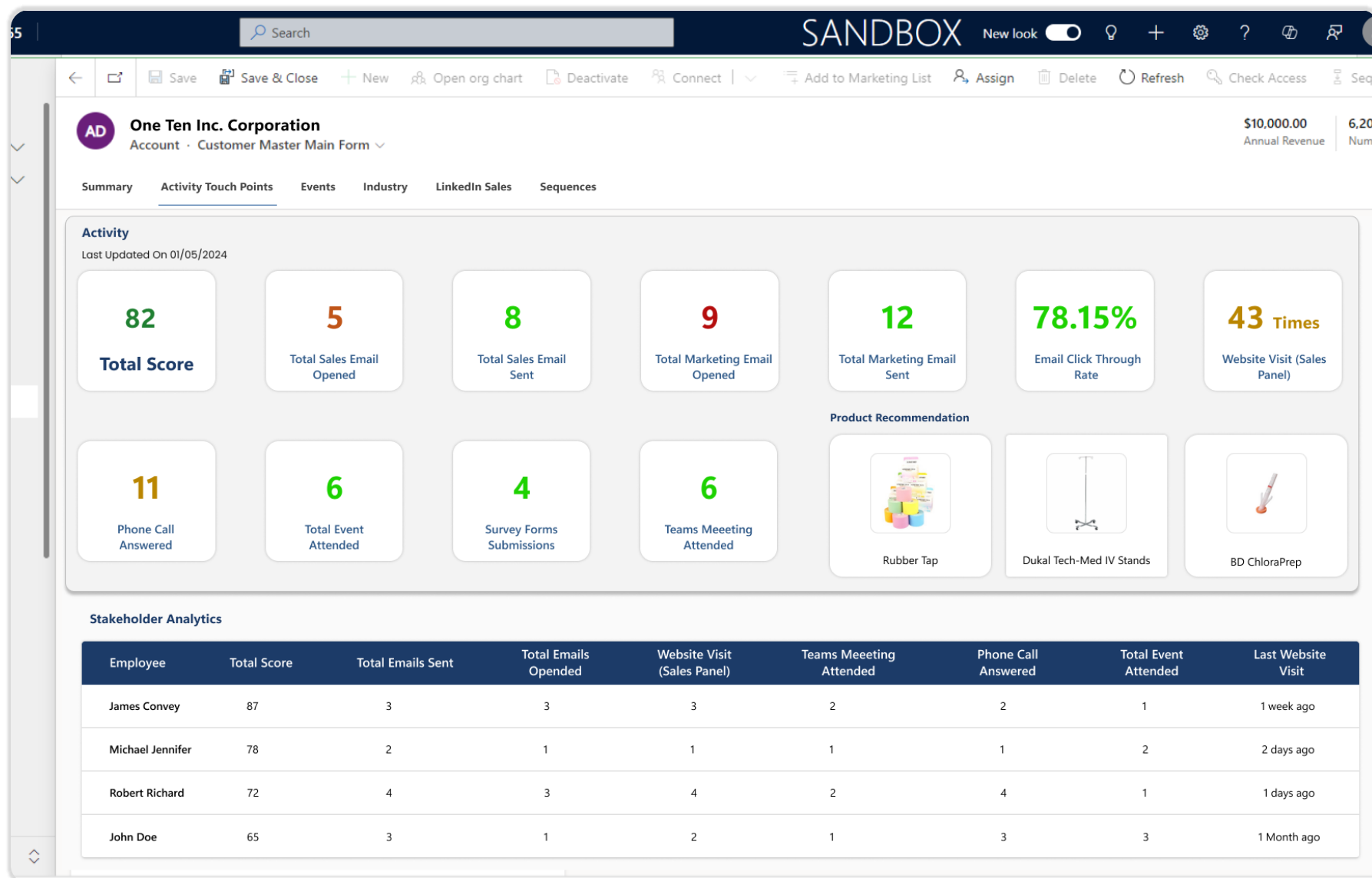
Free Credits☐

Task Creation☐

Email Scheduler☐

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.



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.

The screenshot displays the Dynamics 365 interface for the 'All Accounts' view. The top navigation bar includes the Dynamics 365 logo, a search bar, and a 'SANDBOX' label. Below the navigation bar, a toolbar offers various actions like 'Focused view', 'Show Chart', 'New', 'Delete', 'Refresh', 'Visualize this view', 'Email a Link', 'Flow', 'Run Report', 'Excel Templates', 'Export to Excel', and 'Import from Excel'. The left sidebar contains navigation links for Home, Recent, Pinned, My Work, Sales accelerator, Activities, Dashboards, Customers, Accounts (selected), Contacts, Applicants, Applications, Jobs, Sales, and Leads. The main content area shows a table titled 'All Accounts*' with columns for 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 Meeting Attended, Survey Forms Submissions, and Total Event Attended. The table lists ten accounts with their respective engagement metrics.

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 Meeting 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.

The screenshot displays the Dynamics 365 interface for a customer account. The top navigation bar includes the Dynamics 365 logo, a search bar, and the word "SANDBOX". The left sidebar shows navigation options like Home, Recent, Pinned, My Work, Sales accelerator, Activities, Dashboards, Customers, Accounts, Contacts, Applicants, and Applications. The main content area is for "One Ten Inc. Corporation" and shows tabs for Summary, Report, Events, Blogs and Knowledge Articles, LinkedIn Sales, and Sequences. The "Blogs and Knowledge Articles" tab is active, displaying two sections: "List of Suggested Blog" and "List of Suggested Knowledge Articles".

Name	Description	Action
AI Advancements in Clinical Trails	If you are going to use a passage of Lorem Ipsum, you need to	Read Further Email link
Lung Cancer Molucul	If you are going to use a passage of Lorem Ipsum, you need to	Read Further Email link
BS-6 Engine in EV Car	If you are going to use a passage of Lorem Ipsum, you need to	Read Further Email link

Industry	Description	Action
Aya Healthcare	be sure there isn't anything embarrassing hidden in the middle of text.	Read Further Email link
Nextgen Healthcare	be sure there isn't anything embarrassing hidden in the middle of text.	Read Further Email link
Deer Creek Animal	be sure there isn't anything embarrassing hidden in the middle of text.	Read Further Email link

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).

SANDBOX New look

One Ten Inc. Corporation
Account · Customer Master Main Form

Summary Report **Suggested Events** Industry LinkedIn Sales Sequences Design

List of Suggested Events based on nearby Location
Last Refreshed on 20/04/2024

Event	Location	Start Time	Action
TechSpark Summit	Washington Hall	30 May 20:30	Send Invite
Eco-Conscious Expo	New York Hall	31 May, 20:30	Send Invite
Innovation Ignited	Washington Hall	01 Jun, 01:30	Send Invite

List of Suggested Events based on Industry
Last Refreshed On 19/04/2024

Event	Industry	Action
AI : Explore the future	Healthcare	Send Invite
3D Robotics in Healthcare	Pharmaceutical	Send Invite
Innovation Ignited	Medial Science	Send Invite

Interest SoV for customers like Thomas Dennett

Category	Interest SoV (%)
Consumer E...	10
Furniture M...	10
Industrial M...	60
Auto Indust...	10
Pharmaceut...	10

Brand Sov for customers like Thomas Dennett

Brand	Brand Sov (%)
Caterpillar	35
Bridgestone	10
Goodyear TI...	35
Firestone TI...	10
Michelin	10

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.

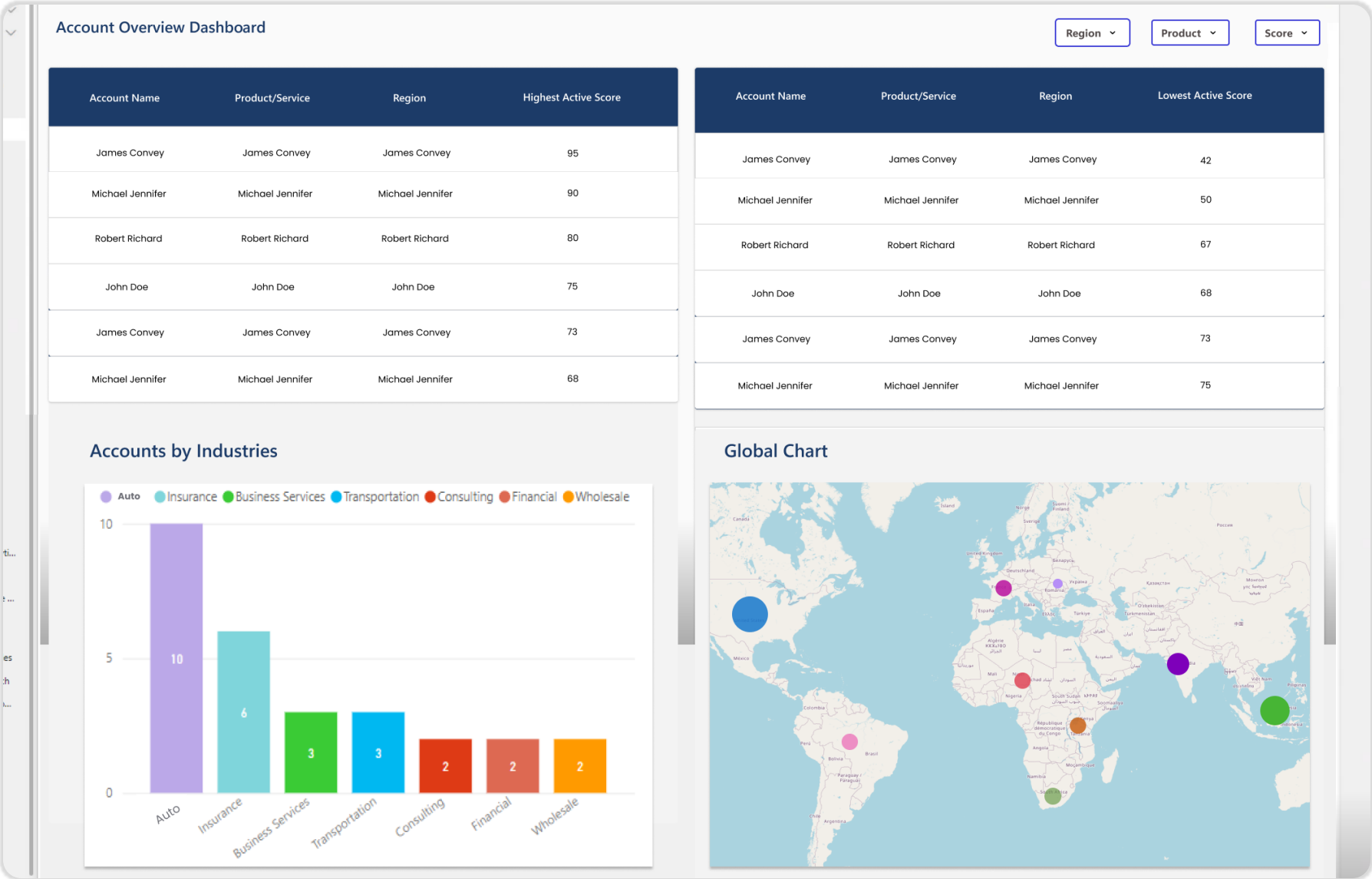
The screenshot displays the Dynamics 365 interface for a customer account, "One Ten Inc. Corporation". The top navigation bar includes the Dynamics 365 logo, a search bar, and a "SANDBOX" environment indicator. The left sidebar shows navigation options like Home, Recent, Pinned, My Work, Sales accelerator, Activities, Dashboards, Customers, Accounts, Contacts, Applicants, Applications, Jobs, Sales, Leads, Opportunities, and Competitors.

The main content area shows the "Customer Master Main Form" for "One Ten Inc. Corporation". The form includes tabs for Summary, Report, Events, Industry, Product Recommendation, Customer Lifetime Value, Brand Enrichment, Membership Analysis, LinkedIn Sales, and Sequences. The "LinkedIn Sales" tab is active, displaying three panels:

- LinkedIn Account Profile:** Shows a list of LinkedIn profiles associated with the account. The first profile is Pedro Melo, Chief Operating Officer, with a "View profile" and "Connect" button. The second profile is Portia Wright, Chief Financial Officer, with a "Save" button.
- LinkedIn Member Profile:** Displays the profile of Pedro Melo, including his current role as Chief Operating Officer, location (Barcelona, Spain), and education (Corrie School of Environmental Science, 2015-2016). It also shows a "Save in Sales Navigator" button.
- LinkedIn InMail:** Provides a form to send an InMail to Pedro Melo. It includes a subject line, a text area for the message, and a "Send" button. A note indicates "You have 150 Inmail credit left."

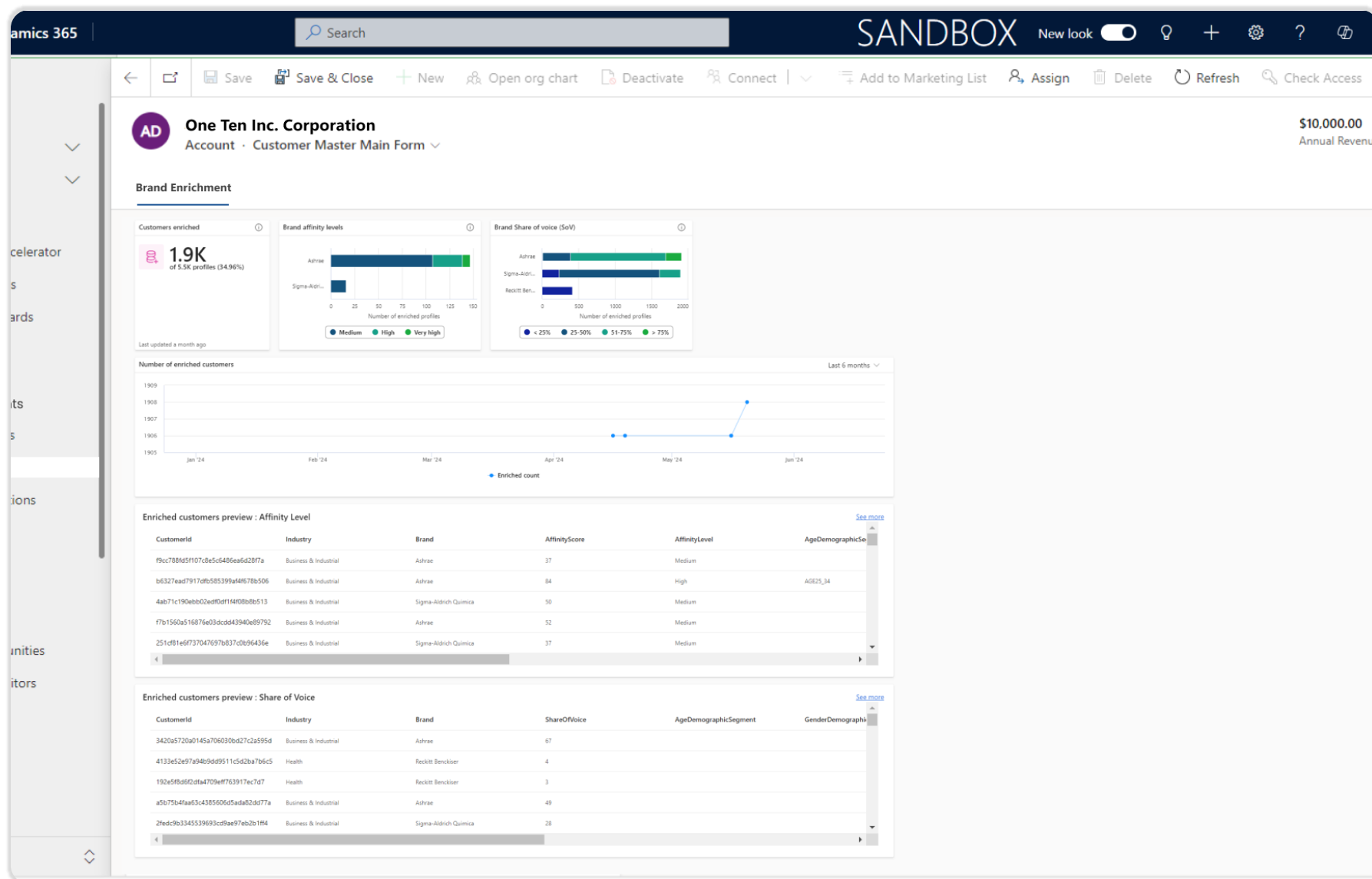
Account Overview Dashboard

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.



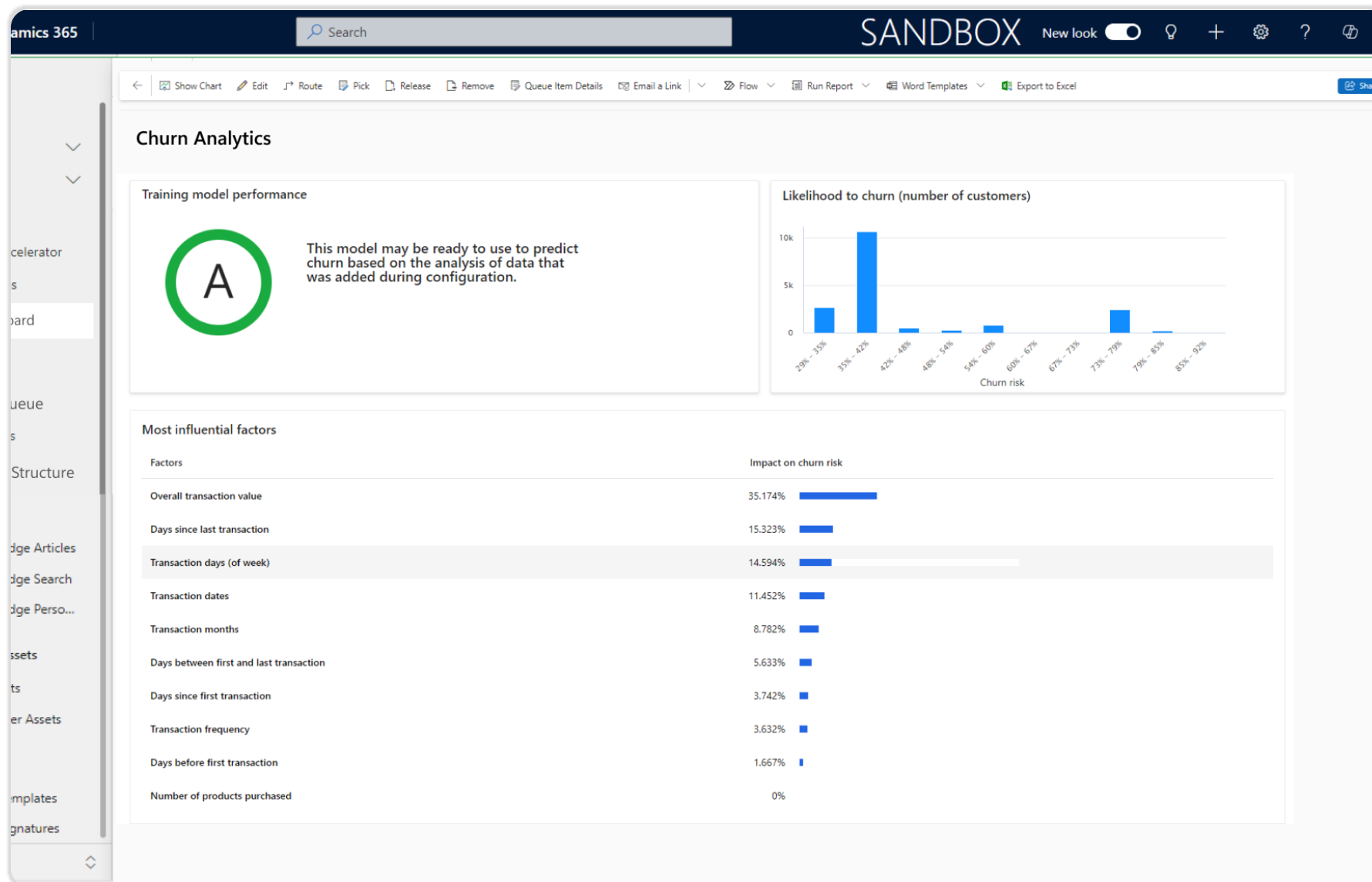
Brand Enrichment

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.



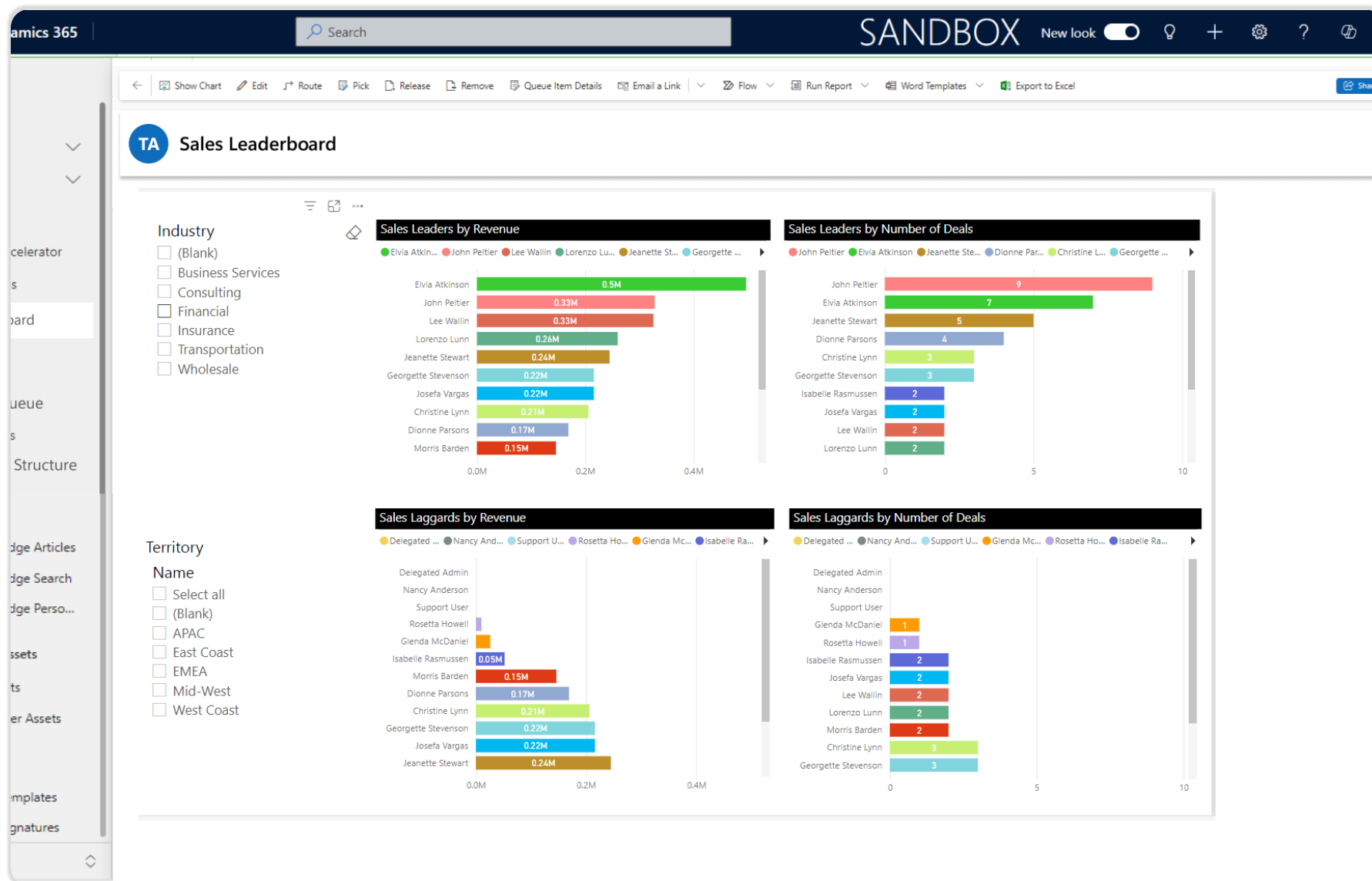
Churn Score

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.



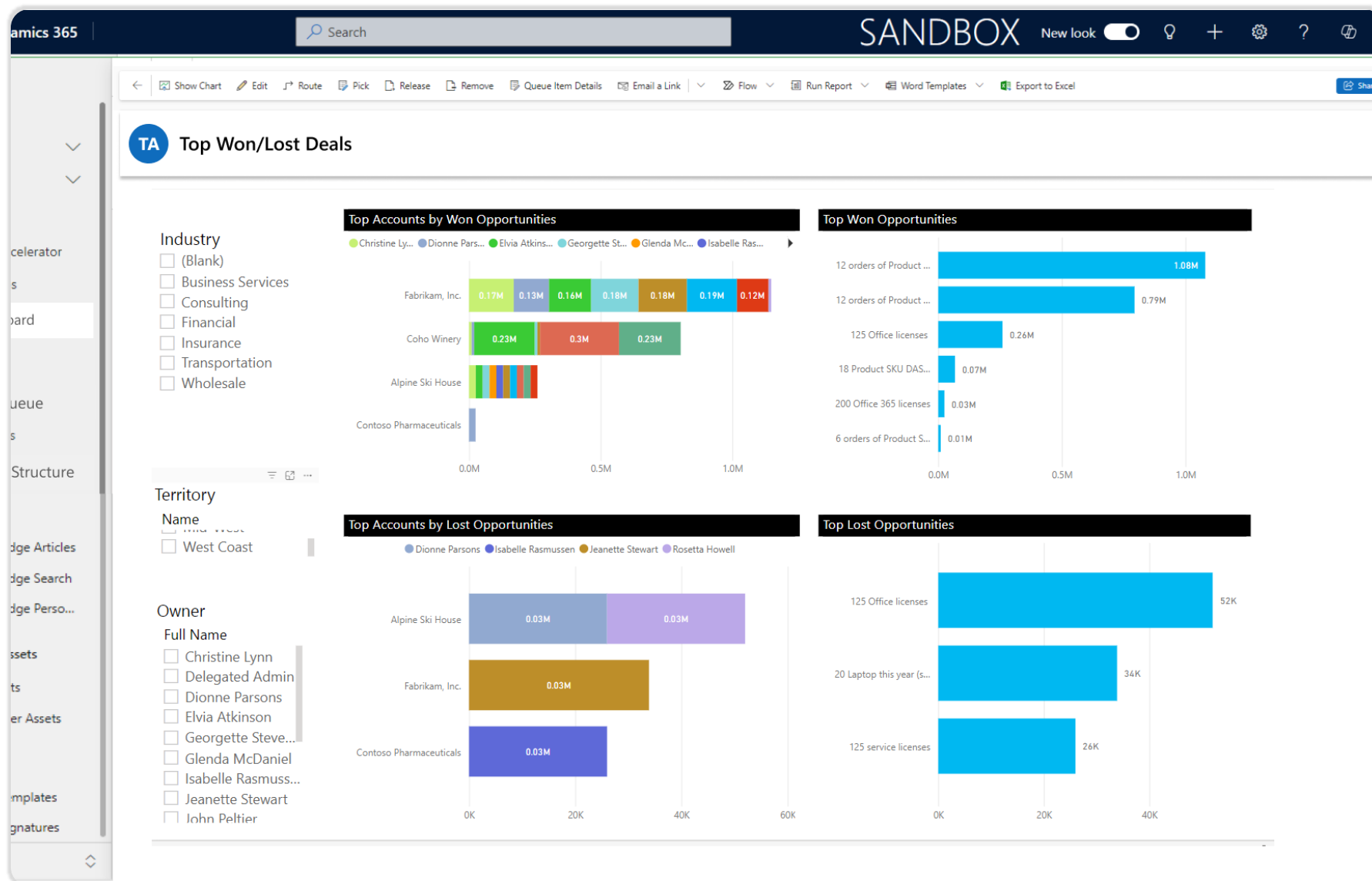
Sales Leaderboard

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



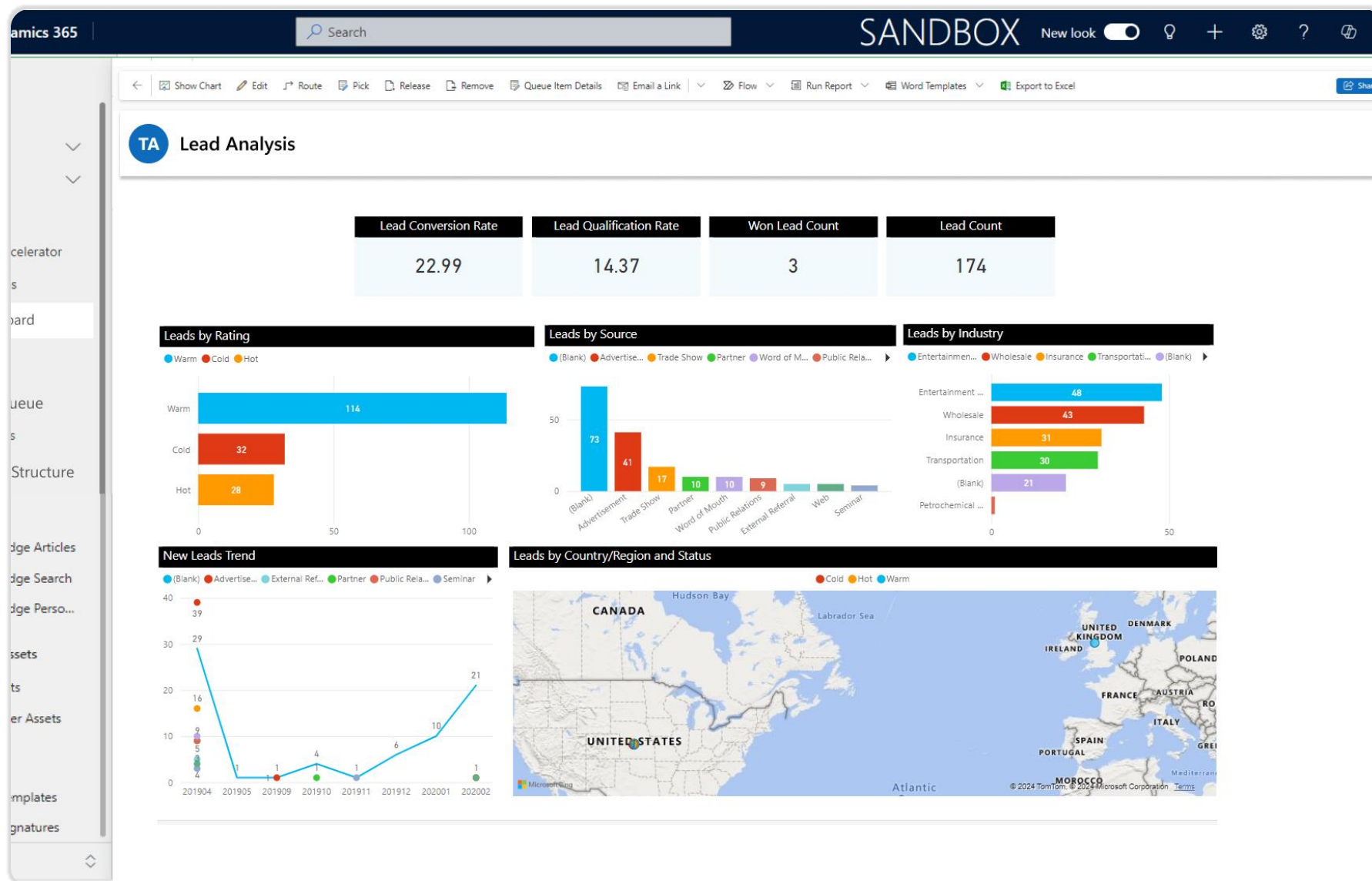
Top Won/Lost Deals

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.



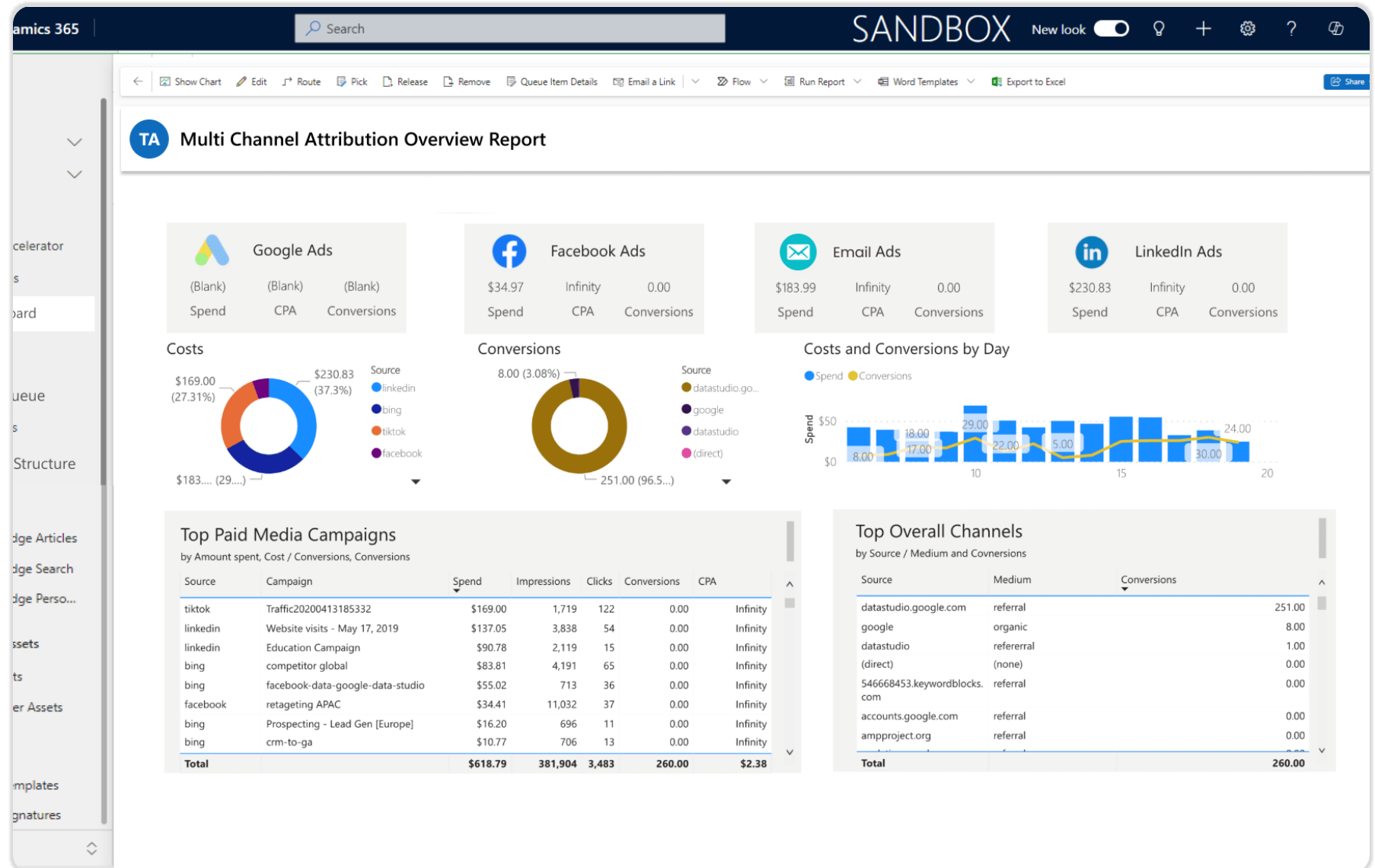
Lead Analysis

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.



Want to know more?

Contact Us!

DynaTech Systems has proudly served clients seeking advanced tech solutions across the globe with top-notch precision and excellence.



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