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 Service Organization Control Reports
AICPA
SOC 2
Formerly SAS 70 Reports

Microsoft Solutions Partner

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

DUN & BRADSTREET
D-U-N-S® REGISTERED™

ISO 9001:2015

CMMI level 3

150+
Global Projects

100+
Happy Clients

450+
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

Marketing & Engagement

Powered by DynaTech & Microsoft Dynamics 365

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Engage Members with Personalized, Multi-Channel Communications

Enable associations to deliver relevant content, nurture relationships, and drive engagement through automated, data-driven campaigns.

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Reach members via Email, SMS, WhatsApp, and Push Notifications.

Multi-Channel Campaigns

Build smart segments based on member profile, behavior, and engagement.

Dynamic Segmentation

Automate campaigns for renewals, events, onboarding, and re-engagement.

Automation & Journeys

Publish structured content and updates through the member portal.

News & Articles

Collect actionable feedback and measure sentiment.

Surveys & Polls

Use branded templates and test variations to optimize performance.

Templates & A/B Testing

Track activity, assign scores, and identify highly engaged members.

Lead & Engagement Scoring

Monitor campaign performance, ROI, and member engagement.

Analytics

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Design and launch campaigns across multiple channels simultaneously.

Ensure consistent branding across email, SMS, WhatsApp, and in-app push notifications.

Personalize messages with dynamic tokens like member name, status, or renewal date.

Schedule campaigns or trigger them based on member actions.

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Create rule-based segments by demographics, membership type, engagement score, or event participation.

Use real-time data refresh to ensure segments are always current.

Share segments across campaigns and journeys for consistent targeting.

Enable micro-targeting for specialized campaigns (e.g., students, lapsed members).

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01

› Configure automated journeys such as onboarding, renewal reminders, and event promotions.

02

› Branch logic based on member behavior (open, click, ignore, register).

03

› Automate re-engagement campaigns for lapsed or inactive members.

04

› Reduce manual work and ensure consistent outreach at scale.

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› Publish news, policy updates, and educational articles within the portal.

› Tag content by category, author, or topic for easier navigation.

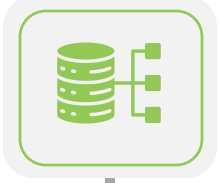› Highlight featured articles on member dashboards.

› Increase transparency by sharing leadership updates and organizational news.

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Create structured surveys for event feedback, satisfaction, or program needs.

Embed quick polls in newsletters or member portal.

Collect and analyze responses directly in CRM.

Use insights to improve services, events, and engagement strategies.

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› Use branded templates for emails, newsletters, and campaigns.

› A/B test subject lines, content blocks, or call-to-actions.

› Automatically select the winning version for the remainder of the audience.

› Build consistency and efficiency across all marketing communications.

› Assign engagement points for key member activities: event participation, survey completion, content interaction.

› Categorize members as highly engaged, moderately engaged, or at-risk.

› Use scores to prioritize outreach, personalize campaigns, and identify leaders.

› Visualize engagement trends in dashboards.

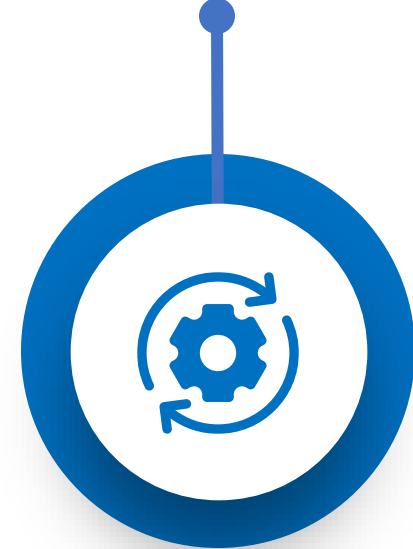DynaTech | Systems

Track unsubscribes and sentiment to reduce fatigue.

Export analytics for board presentations or strategy planning.

Real-time dashboards for campaign delivery, open rates, click-throughs, and conversions.

Measure ROI by linking campaigns to registrations, renewals, or donations.

Deliver personalized, impactful, and measurable communications.

Target the right audience at the right time.

Reduce manual effort with automation.

Improve renewal, attendance, and engagement rates.

Increase visibility into campaign performance and ROI.

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3x improvement in engagement and CPD visibility through personalized journeys.

Data-driven insights to continuously refine communications.

Greater reach and relevance with multi-channel campaigns.

Higher member satisfaction with targeted updates and meaningful content.

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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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