

Company Net is a leading business consultancy and software development house with nearly 15 years of dedicated experience in helping organisations improve business performance and successfully manage change through the intelligent application of technology. Dedicated to building upon the Microsoft platform to help businesses throughout the UK achieve financial growth, we enable our customers to increase revenue, reduce costs, and improve customer service to gain competitive advantage.



## Case Study

Museums Galleries Scotland (MGS), formerly Scottish Museums Council, is the membership organisation for local museums and galleries in Scotland. They aim to improve museum and gallery provision in Scotland for both local people and visitors. Currently they have over 200 members who in turn manage over 320 museums and galleries.

### Museums Galleries Scotland Requirements

Museums Galleries Scotland recognised that their current contact management database was no longer fit for purpose and took the opportunity to replace it with a more robust, flexible customer relationship management (CRM) solution that will better support the key aims of the organisation.

Museums Galleries Scotland were looking for a contact relations system to allow them to bring disparate systems together into a single searchable system, which could track relations between them and their Members and associated organisations. It is vitally important to be able to track telephone conversations, email discussions and contacts within these organisations. If staff can easily and quickly keep contact information up to date and find member documentation stored in SharePoint, it will save them time and research effort.

### Our solution

Company Net was able to provide a system to help Museums Galleries Scotland share information between staff and assist with employees to construct an accurate picture of any Member including their current state and all historic communications and activities: a complete picture of every member. This was achieved by creating a system based around the capabilities of Dynamics CRM 4.0. The solution is highly automated and efficiently performs business operations en masse thus allows staff to concentrate on the more cognitively demanding abstract problems of day-to-day operations.

### Business Benefits

- Unification of disparate systems
- Complete picture of all members, contacts and associated partners
- Full historical award outlay available in a single unified data model (xRM)
- Increased productivity through automation

Company Net is a leading business consultancy and software development house with nearly 15 years of dedicated experience in helping organisations improve business performance and successfully manage change through the intelligent application of technology. Dedicated to building upon the Microsoft platform to help businesses throughout the UK achieve financial growth, we enable our customers to increase revenue, reduce costs, and improve customer service to gain competitive advantage.

### Achievements

- Integrates with SharePoint document libraries from within CRM records.
- Fully integrates with both historic and current grants processing application enabling full transparency of grants awarded by member.

### Bespoke Customisations

- Workflow designed to accommodate MGS custom processes and regulatory requirements.
- Custom activity cloning module to assist in the surfacing of activities with multiple regarding entities.
- Integration with existing ASP.NET web applications.
- Integration with 3<sup>rd</sup> party application via custom web service interface.

### Feedback

“Working with Company Net on our implementation of Microsoft Dynamics CRM has been a great experience. From the early tendering phase and all the way through the development of the system, their professional and accommodating approach made a complicated project virtually painless. I look forward to continuing to work with them in the future.” – [Kelvin Aston, ICT Development Manager, Museums Galleries Scotland](#)