



## Client: D2N2



Local Business Growth Hub  
Uses Microsoft Dynamics CRM  
to Accelerate Goal of Creating  
55,000 Jobs

## Background

The D2N2 Growth Hub is a business support agency that advises small and medium sized enterprises (SMEs) in Derbyshire and Nottinghamshire about available consultancy, funding and other support available from a range of regional organisations.

Led by the Local Enterprise Partnership (LEP), D2N2 is one of 39 Growth Hubs around the country, tasked with creating an additional 55,000 jobs by 2023. By freely supporting high growth businesses, D2N2 can contribute to economic development and job creation.

## Challenge

As a hub that connects a range of other organisations across the region a major challenge for D2N2 is making it easy to collaborate with organisations as diverse as local universities, Chambers of Commerce, local councils, as well as other business support organisations who operate in specific key sectors.

D2N2 sought a system that their support partners would find easy to use. They also required flexibility in the system to accommodate changes in what they may need to report on to support the government initiative.

With multiple stakeholders, it was also important that the CRM system could accommodate strong security and data

## Key Benefits

- **Ultimate flexibility** - cloud-based solution requires no technical infrastructure to maintain
- **Familiar Microsoft interface and training from Tisski** - users were able to get to grips quickly
- **Ability to track referrals** - maximised advertising return on investment
- Avoiding duplication of effort and visibility of where time is being spent

governance so that only relevant data was being shared among users of different organisations.

Equally important was a method of ensuring support for SMEs followed rules about how much or what type of support each company received. By keeping abreast of previous support given and preventing duplicate requests D2N2 would be able to offer a seamless service to its customers.

Demonstrating that D2N2 was meeting its strategic objectives also required clear audit trails and reporting tools.

## Solution

Starting up in December 2014, D2N2 looked to other Growth Hubs to see what systems they used to solve the same challenges. Great testimonies from another Growth Hub led them to work with Tisski and choose Microsoft Dynamics CRM Online.

Opting for Microsoft Dynamics CRM Online gave D2N2 the ultimate in flexibility, with a cloud-based solution not



requiring any technical infrastructure to maintain. And with access via a web browser, each of its partners could log in to the system with ease. While users received training from Tisski, a familiar Microsoft user interface made users more comfortable about working with the solution.

With a need to be up-and-running quickly, D2N2 took a gentle approach to implementation and configuration, first introducing the standard version of the product, then gradually introducing changes and suggestions from its users. This practical approach to CRM implementation works well with bringing others along on the journey, vastly improving user adoption and buy-in. Through careful consultation led by Tisski, D2N2 are now onto their third phase of the CRM journey, gradually introducing changes users would like.

Manny Agalamanyi, D2N2's Growth Hub Co-ordinator explains: *"Microsoft Dynamics CRM offers the D2N2 Growth Hub a seamless system. Its intuitive and robust capabilities, as well as its simple ability to make system changes work really well for our needs."*

## Outcome

Since its implementation, D2N2 has processed 2,000 businesses through the solution. Onboarding new businesses is accelerated because of the tight integration of Dynamics CRM and Mint, the business data provider. Using Mint, users of Dynamics CRM can retrieve up-to-date information about the enquiring business from sources such as Companies House, including number of employees and turnover. Not only does this enrich the knowledge D2N2 has about the companies it's attracting, but it accelerates the application process, filling in contact information automatically. Easily capturing so much information is helping D2N2 to shape and shift its strategy in helping businesses, providing D2N2 with a wealth of insight about the type of businesses that are thriving using Growth Hubs.

Raising awareness of D2N2 among the local business community is also a challenge. With each enquiry now logged on Dynamics CRM, the team can track where referrals are coming from, enabling them to maximize their advertising return on investment.

Duplication of effort is avoided thanks to a single view of each business, helping partners to work in a transparent way within a single ecosystem. Navigating the rules of funding can prove time-consuming, but knowing the history of activity with a business helps ensure the right sort of help is forthcoming, as well as avoiding wasting time with funding applications that wouldn't meet the rules.

Reporting is a crucial element within the system, helping the team to determine the impact D2N2 is having on LEP's overall strategy. Consultant time is auto calculated within the solution so they can understand where time has been spent on each business versus the outcomes that have been achieved.

The solution allows the team to slice and dice data, with Microsoft Dynamics CRM's Advanced Find feature proving a particularly potent tool in monthly reporting.

But ultimately, in a complex environment of interconnected partnerships, what the solution from Tisski gives D2N2 is clarity. Manny adds: *"Our goal was to give our support organisations a clear view of the businesses we're working with. We are very happy with Tisski and how Microsoft CRM meets our requirements. It makes our lives very easy."*

## About Tisski

At Tisski we are dedicated to making a positive difference to your business. As a provider of CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) solutions we pride ourselves on delivering world class solutions.

Our long serving, experienced team of certified Microsoft Dynamics CRM & Microsoft Dynamics NAV experts drive efficiency improvements, from lead tracking, account management, management reporting, financial management, supply chain management, manufacturing and helpdesk support.

If you are considering a CRM or ERP system, please ask about our 'zero risk, try before you buy' implementation policy. Our customers were glad they did! Contact the team today on 0247 7712050, or email [info@tisski.com](mailto:info@tisski.com).