



## Helping Sunny Queen integrate CRM Sales Pipeline with Order Processing

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As an iconic Australian brand, Sunny Queen have been producing eggs since the 1930' s and are a 100% Australian owned business. Based just outside of Brisbane, Sunny Queen hold 70% of the egg manufacturing process in Australia. Sunny Queen had initially approached TTS with intentions to overhaul their existing sales data management system and automate front-end sales processes – as to minimise administration overheads. TTS had satisfied the client' s requests by developing a Single Point of Truth (SPOT) data system and automating front-end sales tasks using Microsoft Dynamics Financials and CRM capabilities.

**TTS**

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## The Brief

Sunny Queen had approached TTS in need of a Sales Solution which would **overhaul the existing Sales data management system and automate front-end sales processes as to minimise administration overheads.** To achieve this, Sunny Queen's Sales department required a system that would:

1. Store real-time customer sales pipeline data via a back-end system.
2. Allow sales staff to observe sales information via an intuitive visualisation interface.
3. Minimise sales administration presence via automation of sales processes.

Sunny Queen had put great emphasis on requesting low administration overheads throughout their sales pipeline processes.

TTS made the approach to develop a solution which would actively reduce time spent managing and tracking Sales activity through the automation of Sales processes and efficiency of the sales data management system.

## Planning and Design

TTS attributes the success of this project to the discerning communication and professional relationship developed with Sunny Queen. Communication proved paramount in the planning and design stage where TTS worked with Sunny Queen's Sales and IT Departments to analyse the existing business processes. It was in this timeframe that a requirements specification list and design for the new system was formulated.

In assessing the proposed design, issues were outlined – mainly in regard to data duplication in transfer between front-end and back-end systems. This issue would have to be eliminated in order to have an accurate snapshot of each customer across all systems without duplicates – as requested by Sunny Queen.

## The Solution

Throughout TTS' communications with Sunny Queen, it was established that **Microsoft's Dynamics Financials** software would be the right tool to manage and maintain Sunny Queens sales data.

After deployment of the Dynamics Financials software, TTS utilised **Microsoft's Dynamics CRM** capabilities to fulfil the client's requests, namely:

1. Automation of front-end sales operations.
2. Integration of front-end sales activity to Microsoft Dynamics Financials.
3. Synchronisation of front-end and back-end records with **Microsoft Dynamics Connector**.

The utilisation of Microsoft Dynamics Connector allowed data recorded by front-end sales staff to link through to the information and orders held within Dynamics Financials – to facilitate an accurate snapshot of each customer across all systems without duplicates – as per the clients request. The solution provided Sunny Queen with a Single Point of Truth (SPOT) data system, which proved effective in reducing administration overheads and duplication. TTS further developed the solution to integrate Customer data, Product information and Price Lists.

Visit [www.ttsolutions.com.au](http://www.ttsolutions.com.au) to read our full case studies, or call 1300 667 577 for further information.

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