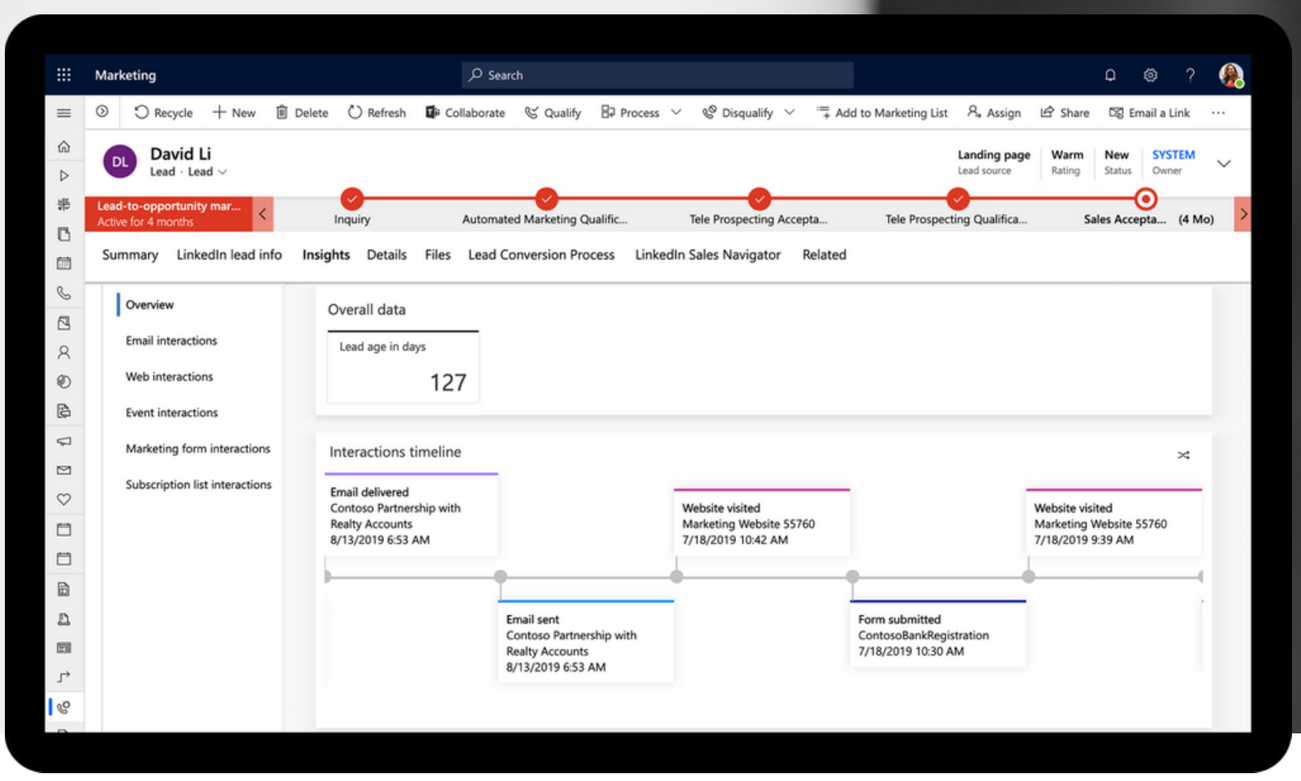
CUSTOMER SUCCESS STORY - Kennox Asset Management



Helping Kennox get full business value and ROI from Dynamics 365

The Customer Challenge

Kennox Asset Management approached Managed IT Experts for assistance having already had Dynamics 365 implemented by another provider.

However, their experience with this provider was not a good one. And a lack of proactive support post-implementation meant that their instance of Dynamics 365 was very soon no longer “fit for purpose” to meet their business needs. This meant that users had effectively stopped using the system, which meant Kennox were not able to gain the benefits of Dynamics around increased collaboration, improved productivity and better data transparency across their business.

Key issues

Kennox was facing a number of specific key issues including:

- Their instance of Dynamics 365 was using an old interface **which was restricting business impact**
- The software **had not been customized to suit their specific business** needs (a key benefit of Dynamics)
- They had a number of **completely disconnected data silos across the business**
- Due to these issues a lot of their work had **reverted to being done in spreadsheets and other “offline” solutions**
- It was **difficult for them to have visibility on the performance** of marketing activities companywide

Managed IT Experts was able to take over management of Dynamics 365 for Kennox and – after initially gathering their needs and requirements which including gaining an understanding of how they work as a business – began to implement a number of business specific customisations. Including improved account views, enhanced reporting, support for marketing processes and automated capabilities. Which combined to mould Dynamics 365 to exactly how Kennox wanted to operate. And provide more effective support for the business.

By upgrading the user interface to the very newest iteration of Dynamics, Kennox was **able to benefit a cleaner and more intuitive way of working**. As well as being able to instantly leverage the innovative new features this interface delivered.

All of this combined to ensure that **Kennox was able to realise the return on investment and business value** they had originally planned from Dynamics 365.

ABOUT KENNOX

KENNOX
TRUE VALUE INVESTORS

Kennox is an independent global equities investment manager based in Edinburgh, Scotland. Our sole focus is the Kennox Strategic Value strategy, a high conviction portfolio launched by their investment team in 2007.

SOLUTION FOCUS

System takeover of existing Microsoft Dynamics 365 by Managed IT Experts

QUICK FACTS

- Existing Microsoft Dynamics implementation did not deliver business benefit
- A number of issues including outdated inferface, lack of customisation and disconnected data silos
- Managed IT Experts took on development and support which included moulding the software to suit the way that Kennox worked
- Resulted in realising return on investment and full business value