



Dynamics CRM Upgrade *Improves Efficiency*

Executive Summary

Company Profile

New Orleans Pelicans
New Orleans, Louisiana
Professional Basketball Team, in the NBA

Situation

The Pelicans wanted to upgrade to the Dynamics CRM 2011 platform and perform updates and modifications to support their changing business needs. They were looking for a technology partner that would provide long term support for their Dynamics CRM solution.

Solution

The solution came in phases, to ensure a successful upgrade as well as accommodate the required system modifications. CRM 2011 was implemented, based on clear plan of what needed to stay from CRM 4 and implementing the new business processes.

Benefits

The New Orleans Pelicans have the most current technology that compliments and improves their business processes. They also have a technology partner that can support their ongoing needs.

Technology

Dynamics CRM 2011
ArchTics Ticketing Solution

The New Orleans Pelicans are a professional Basketball Team based in New Orleans, Louisiana. They play in the Western Conference of the National Basketball Association (NBA).

Situation

The New Orleans Pelicans were using Dynamics CRM 4.0 to manage their ticket sales and fan communications. They were looking to update their existing environment to the Dynamics CRM 2011 platform and perform updates and modifications to support their changing business needs.

Having used Dynamics CRM for many years, The Pelicans had a clear vision of their priorities for the upgrade;

- Update existing legacy customized code to native Dynamics CRM 2011 code to reduce the numerous errors and simplify future system updates.
- Ensure system can be maintained by The Pelicans staff
- Reliable functioning of their Dynamics CRM 2011 solution.

The Pelicans also needed a technology partner that would provide long term support for their Dynamics CRM solution. Post implementation support was unreliable and it was time for a change.

The Pelicans contacted **pavliks.com** because of a referral within the sports industry.

Solution

The solution came in phases, to ensure a successful upgrade as well as accommodate the required system modifications.

The first engagement allowed **pavliks.com** to understand the flow of processes in The Pelicans organization. The result was a clear list of what elements of the old Dynamics CRM 4.0 system should stay and what would need to change in Dynamics CRM 2011. This produced a clear plan for the upgrade.

The second phase was the actual execution of the upgrade. This went according to plan and ongoing communication and updates were managed by the **pavliks.com** Project Management Team.

A big component of the project was to address the integration points and flow of data between Dynamics CRM 2011 and Archtics, a popular ticketing solution with many professional sports teams. **pavliks.com**'s experience integrating with Archtics helped ensure a smooth transition to Dynamics CRM 2011 and improved processes used by The Pelicans.

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Benefits

Software is not static and evolves with changing technologies and customer needs. Microsoft Dynamics CRM is no exception, and each new release provides greater opportunity for businesses to increase efficiency through technology and automation.

The New Orleans Pelicans recognized the benefits of keeping current with their technology. They also recognized that this is the time to make modifications to their system that allow smooth and efficient execution of their existing processes.

Having a partner that will support this technology for years to come provides The Pelicans with confidence that their solution will continue to grow with them and their changing business needs, with a partner that understands them.

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