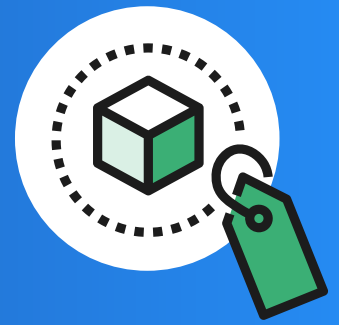




Active Digital Selling:

Take a Holistic Approach to Solving Selling Challenges



The customer journey has changed. Buyers prefer to research and evaluate purchases independently using digital tools. Today's buying groups can also be more diverse, making the buying process more opaque and lengthy.

Understand your customers and uncover leads: Organisations that better understand their customers, stay connected and adapt to rapid changes in this new selling environment will be better able to compete into the future.

Using Microsoft Business Applications, customers can Activate Digital Selling with an insights-based, collaborative sales engagement solution and get insights from customer, marketing, and sales data to make informed decisions and accelerate revenue outcomes.

Activate Digital Selling Bundle Offer: Codec are offering a bundle offer to get started on your Activate Digital Selling journey to enable sales teams to take advantage of the benefits of digital selling. The bundle will allow your organisation to identify gaps, test solution offerings and provide a blueprint for future success.

80%

of customers say they are more likely to do business with a company if it offers personalised experience ¹

49%

of sales leaders list "accelerating early pipeline and lead generation/management efforts" as critical to the success of their sales organisation ³

65%

of customers intend to continue their changed buying behaviours after the pandemic ²

73%

of companies understand the business value of data and aspire to be data driven, but just 29% confirm that they are turning data into action ⁴

43%

of companies report having a fragmented approach with inconsistent integration between marketing and customer experience technologies ⁴

Bundle Scope

- ▶ **1 x Day Envisioning Workshop:** For up to 6 people - Discover specific opportunities for digital transformation by identifying specific areas for improvement. Report provided with list of prioritised scenarios
- ▶ **2 x Day Business Case Assessment:** Establish the business case by capturing and connecting desired business outcomes with proposed capabilities. Establish customer desired KPI improvements & generate ROI report and scenario-specific value map
- ▶ **3 x Day Proof of Value/Pilot:** Demonstrate the potential to your business of an Active Digital Selling strategy that solves needs for digital selling and marketing teams
- ▶ **1 Month Trial Licenses for Dynamics 365** (to include Sales, Marketing and Customer Insights)

Outcomes

The outcomes for an engagement with Codec using this bundle offer will be:

- ✔ A clear understanding of your current situation, desired outcomes and gaps in the existing model and processes
- ✔ Clear and concise recommendations of the solutions needed that will address the challenges and gaps identified
- ✔ Trial run the solutions using the allocated licenses

Bundle Price: €6,000*

*This bundle offer includes 6 consulting days with a senior consultant. The project scope will allow for a comprehensive evaluation and assessment of the Dynamics 365 solutions that will enable customers to take a holistic view of their buying processes and to create a seamless buying experience. Any further days required can be negotiated as required.

1 Epsilon Research 2 McKinsey 3 Gartner 4 Forrester

About Codec

Codec is a Full-Stack multi award-winning IT solutions consultancy founded in 1985 and headquartered in Dublin with offices in Cork, Galway, Belfast, London, Cologne and Warsaw. Employing 240+ staff, Codec is growing rapidly, expanding our team of industry-leading experts, while continuing to deliver on the promise of empowering businesses in the public and private sectors.

Microsoft Partner
Microsoft

Gold Cloud Business Applications
Gold Cloud Datacentre
Gold Cloud DevOps
Gold Cloud Customer Relationship Management
Gold Cloud Productivity
Gold Cloud Platform
Gold Application Development

Gold Collaboration & Content
Gold Data Analytics
Gold Enterprise Resource Planning
Gold Small & Midmarket Cloud Solutions
Gold Window & Devices
Silver Enterprise Mobility Management
Silver Messaging

WINNER
Microsoft Partner
Microsoft

Country Partner of the Year for Dynamics 365 Customer Service 2021

WINNER
Microsoft Partner
Microsoft

Country Partner of the Year for Dynamics 365 Business Central 2021