



SOLUTION BRIEF

Customer Profile

Anteon provides systems integration services to the United States government including mission, operational and IT enterprise support. Founded in 1976, Anteon currently employs more than 9,500 employees in more than 100 offices worldwide. Anteon was named to the Forbes' List of the 400 Best Big Companies in 2005.

Business Situation

One of Anteon's main business objectives was to implement a new system that would easily integrate with future systems such as the Windows Sharepoint Services, Windows Portal server, or back office accounting applications. Anteon also wanted a powerful and easy-to-use opportunity management system in order to facilitate sales pipeline management and reporting.

Solution

- > Microsoft Dynamics CRM
- > ePartners Custom Government Contractor Extension
- > Microsoft Virtual Server 2005, which enables SQL server and CIM Web server to run on a single physical machine.
- > C360 for Microsoft Dynamics CRM

Benefits

Anteon's Business Opportunity Tracking System (BOTS) supports queries that allow users to easily plumb the system for sales opportunities, tracks the business development pipeline, and provides accurate data for company metrics. BOTS also frees up employee time with its simple data entry system, powerful and intuitive queries, and reliable architecture.

Industry

Information Technology

ePartners Success Story

Anteon Maximizes Opportunity Tracking with Microsoft Dynamics CRM



Anteon is a leading systems integration company that provides mission, operational and IT enterprise support to the U.S. government. They design,

integrate, maintain, and upgrade systems for national defense, intelligence, emergency response, infrastructure and other high-priority government missions. They also provide many of their customers with the systems engineering and program management skills necessary to manage the development and operations of their mission-critical systems.

Anteon needed to tailor their business development and proposal management system to maximize their opportunity tracking capabilities and reporting requirements. The existing proprietary system was not scalable and did not afford the ability to modify the system internally. It also did not assimilate with Microsoft Office products used by Anteon employees on a daily basis. Anteon wanted a comprehensive off-the-shelf product that was flexible, powerful, reliable, and provided Microsoft Office integration.

Industry Insight:

Growth in government spending, increased focus on defense and security, and increased reporting regulations are fueling the development of technology solutions for government contractors. And Microsoft is committed to delivering cost-effective solutions to the industry.

At a recent speech in Washington D.C., Microsoft's Chief Executive Steve Ballmer commented that the defense industry is a driving force in innovations for professional services organizations worldwide. "The kind of high-technology work going on in the defense business and defense contracting, the use of those technologies by the military," he said, "are sure shapers of our strategy."

Government contractors often deal with complex reporting requirements and the need to collaborate and share information securely. Many organizations are taking advantage of Microsoft Sharepoint document management, Microsoft Dynamics CRM, and Microsoft financial management solutions, which gives them a fully-integrated way to manage their business and share project information remotely and securely. According to Mr. Ballmer, "Project management is a discipline that is taken to a whole new level when it comes time to empowering folks in the government contracting business."

For more information of Microsoft's Solutions for Government Contractors, contact ePartners at 888-883-9797 or e-mail: gcsolutions@epartnersolutions.com

ePartners Success Story

Anteon Maximizes Opportunity Tracking with Microsoft Dynamics CRM

Solution

Anteon purchased Microsoft Dynamics CRM to use as the foundation for their new business system: BOTS, the Business Opportunity Tracking System. Anteon and ePartners jointly worked to develop BOTS, which tracks all of Anteon's projects across all facets of their business, allows business development employees to track all past, present and future opportunities, and aggregates all data into company metrics. BOTS is used by business development staff, project managers, and managers at the corporate level.

Anteon and ePartners also developed and implemented the Win Probability Module, which accurately forecasts the realistic probability of a customer win. The module's capabilities help Anteon intelligently dedicate its resources on the likeliest sales opportunities. Anteon also deployed software tools from C360 Productivity Packs, including the C360 Query Manager. C360 Query Manager allows Anteon users to create and customize their own queries to quickly and easily find sales opportunities.

Anteon migrated all of the data from the old system into BOTS. Following successful initial trials in a test environment, and after training 350 users on the new system, the company went live with a full roll-out. Anteon retained their test environment for new integrations. Said Abby Grant, BOTS System Administrator at Anteon, "The new BOTS solution dramatically streamlined our reporting system. This has allowed us to be more proactive in managing data quality and providing accurate metrics around our opportunities."

Business Benefits

With Microsoft Dynamics CRM's familiar

Microsoft look and feel, it is easy to navigate, has an intuitive interface and query screen, and provides accurate data. With ePartner's help, Anteon built in database customizations such as automatically presenting or requiring certain data fields at specific stages in the business development cycle. Thanks to the C360 tools, the system has very powerful querying capabilities. Nate Sims, BOTS System Administrator of Anteon said, "Our team really appreciates the familiarity of the Microsoft interface – it helped us overcome early challenges to user adoption while decreasing overall training time. This is a big plus for our business development folks who need to get in, query to get accurate data, and get out."

Anteon centralized multiple systems into one, which eliminated redundant entry of common data. Anteon has also been able to reengineer their marketing life cycle and enjoys performance enhancements including data speed and improved access, and enhanced security.

The response has been overwhelmingly positive. Said Jeff Flading, Senior VP of Strategic Initiatives, "We are very pleased with ePartners, they were great in responding to issues."

Future Plans

The Anteon internal project team regularly hosts user meetings and feedback sessions, and compiles lists of user requests. ePartners and Anteon have begun work on an interim release to add some functional items that the user community has requested. Anteon and ePartners are also partnering around the next full release of Microsoft Dynamics CRM, so they can migrate as many applications as possible into the native Microsoft Dynamics CRM system.



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as the largest global Microsoft Business Solutions consultancy in the world. From aligning their clients' business and IT strategies; to improving business processes; and deploying and supporting solutions that accelerate business results, no other Microsoft Business Solutions partner offers more comprehensive information technology solutions and services than ePartners. Last year alone more than 300 leading companies spanning 45 industries, turned to ePartners for strategic business solutions and consulting services. Visit epartnersolutions.com to view additional case studies

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