



A Successful Migration to a Bespoke Cloud-Based Solution

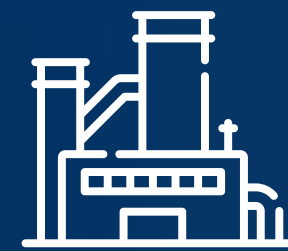


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PROJECT OVERVIEW

Client:



Industry:

Manufacturing & Distribution



Country:

The UK



Technology Included:



Microsoft
Dynamics 365

ABOUT THE COMPANY

Rayleigh Instruments Limited is the UK's leading manufacturer and supplier of process control instrumentation equipment and the exclusive UK distributor for some of the prominent manufacturers in Germany, Italy, India, China, and the United States. Their core mission is to offer customers top quality and competitively priced products and systems, with the best possible technical and customer support.

They deal in extensive range of energy monitoring products including current transformers, kilowatt-hour (kWh) meters, multifunction power monitors, measuring transducers, data loggers, communication interfaces, and software.



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RISKS AND CHALLENGES

1

Rayleigh Instruments used an outdated on-premise ERP system, integrated with Bolt CRM. Their system was ineffective due to its limited scope, roadmap, and support.

2

They needed to migrate their data from the old CRM to Dynamics 365 and needed the best-fit mapping with minimal migration cost.

3

Users were frustrated as they couldn't access information whilst on the road.

4

They already had a strategy in place to migrate into the cloud but were looking for unbiased guidance on their cloud strategy.

5

They needed expert counselling on the 'pros' and 'cons' of the market-leading products to understand the total cost of ownership, hidden costs, configurability, product roadmap, future roadmap, and user adoption, which was lacking until they found Dogma.



OUR APPROACH

Collaborating with a trusted advisor proved to be the key to resolving Rayleigh's challenges. When Rayleigh Instruments approached Dogma with issues with their existing legacy system, we **quickly understood the scope and helped them map their strategy**. After carrying out an **in-depth analysis** which comprised of **discovery workshops, system health check, business process mapping, and fit-gap analysis**, Microsoft Dynamics 365 was shown to be the **best-fit solution** for their project requirements.

Step #1: Discovery Workshops

Our consultants worked with Rayleigh to provide an overview of the capability of the latest technology, understand their current 'as is' business processes, what's working well (or not) within their current system, and what the future business processes could look like.

Step #2: Business Process Mapping

A full discovery process of requirements and an end-to-end business process review were carried out. This was to identify gaps that new processes could address, remove unnecessary processes, and likewise, create new processes.

Step #3: Fit-Gap Analysis

Our consultants then reviewed their requirements to produce a 'fit-gap' analysis to determine what business application platform would provide the greatest level of fit with 'out-of-the-box' functionality.



SOLUTION

We worked with the Rayleigh team to plan the best cloud strategy, operating prototype, and roadmap, merging our deep business acumen with technology insights.

As the project kicked off, the initial goals were to migrate their sales and quoting to Dynamics 365. The next steps were to include their orders, stock management, and invoicing onto the same solution, which would enable them to turn off their outdated on-premise deployment.

Within a short period of time, Dogma helped Rayleigh Instruments meet the business requirements of **migrating their outdated on-premise system to the Microsoft Dynamics 365 cloud**. Dogma was also able to provide a quoting solution that integrated with their existing on-premise tools, which helped them in their transition to the cloud.

Dogma helped Rayleigh execute a seamless migration to the cloud that was **agile, safe, and cost-effective**.



RESULTS

With Dynamics 365 cloud implemented, Rayleigh Instruments have a **future-proof**, **flexible** and **scalable** platform to help support future growth. The SaaS licensing has also helped **reduce the total cost of ownership** since there is no longer any hardware to maintain and most updates can be made by Rayleigh system administrators, rather than having to rely on developers as they did before. Dogma also developed a **device-agnostic solution** for customers' quoting that resulted in shortening the sales process. The sales and quotation migration to the cloud has **increased data accuracy** and **reduced the risk of errors** as well as training costs for new members of staff.



Business Benefits for Rayleigh Instruments

- **A single view of customer** and stock levels through integration to ERP system
- **Business processes** and form fields can simply be updated by administrator-trained users, without over-reliance on partner
- **Reduced cost of ownership** by negating the need to maintain in-house infrastructure or rely on developers
- **Better visibility** of the sales pipeline and sales teams' activities
- **Shortened sales process** with the new quoting solution
- **Higher productivity rates** due to Dynamics 365 and Office 365 integration, and AI-powered relationship insights, providing the sales teams with relevant information at the right time
- **Smooth migration** from an outdated on-premises system to the cloud



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WHAT OUR CLIENT SAYS



“Working with Dogma has not only helped us see the benefits of the cloud, but also guided us through our cloud strategy. They really understood the challenges we were experiencing with our old system and worked with us to improve and align our business processes with Dynamics 365. Our sales team really loves using our new solution and being able to simply and quickly access all the information on the go. The sales management and reporting capabilities are a huge improvement too and save hours of time each month.”

Rayleigh Instruments



ABOUT DOGMA GROUP

The Dogma Group is a progressive digital transformation company committed to delivering the digital imperative and becoming the most trusted advisor to its clientele.

In a hyper-connected world, with disruptive competitors and new business models we understand the need to deliver the digital imperative, i.e. fundamental action to adapt and remain competitive.

The Dogma group understands that each journey of digital transformation is unique for every client, and we ensure this through our philosophy of fluid transformation. Each solution is customised for organisations of all sizes, across industries and various life cycles. We innovate & strategize, create sustainable solutions, drive rapid returns on investment and create value from data.

Our passion for sustainability and its impact aligns us with the UN's sustainability goals and we actively encourage gender equality and diversity across our workforce.

TAKE THE NEXT STEP

Want to leverage our expertise for your next Project?

TALK TO THE EXPERTS

Don't take our word for it, [call us today on 01296 328 689](tel:01296328689) to arrange a no-obligation demonstration.



Transformations **with Trust**

We are committed to acting responsibly by integrating sustainability into every step of the business, including clients, partners' solutions, and the entire supply chain.



**Ready to embark on your
digital transformation journey?**



Let's talk

dogma consultancy

Sirius app

dynamic ai

dogma international