



## Customer story

# Delta Light strengthens global sales organization with Microsoft Dynamics 365

Delta Light is the market leader and trendsetter in architectural indoor and outdoor lighting. The family company is located in Wevelgem and is active in more than 120 countries. In order to work more efficiently and to strengthen their sales organization worldwide, the company implemented Microsoft Dynamics 365.

CRM expert Net IT first mapped out the business challenges and needs of Delta Light through business workshops. Then, a CRM solution was developed based on Dynamics 365. An integration was also provided between the existing ERP solution and the customer portal of Delta Light.

## 360° view of partner network, contact moments and projects

A big challenge for Delta Light is to know all parties of stakeholders involved in each project. On the one hand, we have the partners or exclusive distributors for a region. On the other hand, there are the architects, lighting designers, installers and investors.

Jan Ameloot, director at Delta Light: "It is important for us to fully map out this complex network and gain insight into all sales processes. In addition, we work in an international context. A lighting designer from London who is developing a hotel project in Dubai for his client in New York. Or our key account customers such as Starbucks and Dior with whom we

roll out projects all over the world."

That is why Delta Light was looking for a flexible software solution to collect and maintain all knowledge, contacts and project-related information. A solution that also had to be mobile-friendly.

## Microsoft Dynamics 365, the best choice

Jan Ameloot: "We strongly believe in the Microsoft Cloud. Its entire ecosystem was the main reason for choosing Dynamics 365. There are numerous business apps available that are mobile and future proof. We want our employees to always be up-to-date and to work with the most recent software."

Delta Light asked Net IT to be their implementation partner for Microsoft Dynamics 365. "After the analysis phase, Net IT had developed a proof-of-concept that was in line with our wishes. They have responded well to our high-level needs. This immediately gave us confidence," says Jan Ameloot.

Another reason to choose Dynamics 365 is that it fits perfectly with the full Office 365 suite: Outlook, Powerpoint, Word, etc. The same look and feel ensures that employees can easily get started with it.

***"We strongly believe in the Microsoft Cloud, its entire ecosystem and the future proof business apps of Dynamics 365."***

Jan Ameloot  
Director at Delta Light



### Integrations with SAP and customer portal

The CRM application of Delta Light is located in the Microsoft Cloud and is securely available everywhere. Net IT developed the data integration between Dynamics 365 and SAP. This way, customers and suppliers are centrally managed and Delta Light can also see quotes and orders that are linked to projects.

In addition, Net IT has set up a link with the customer portal of Delta Light. Thanks to this integration, customers can register and follow up their own projects.

### Structured project approach

“Net IT’s structured project approach has worked,” says Jan Ameloot. “We wanted to work according to the agile principle. Additional insights arise during the whole CRM process. Thanks to the necessary guidance from Net IT, we included improvements in each subsequent phase of the project”.

**“The most important is to ensure that your operating processes are in order.”**

Jan Ameloot  
Director at Delta Light

### Future vision with artificial intelligence

In the future, Delta Light wants to be able to respond even faster to new lighting projects from customers. For this, they are looking for possible software applications with artificial intelligence. Jan Ameloot explains: “We could use artificial intelligence for even more detailed customer insights and for instructions and best practices for our users.”

“We also want to provide the same CRM tools for our subsidiaries Integratech en LEDSGO. Although both organizations work independently of each other and with their own sales teams, we want to create the opportunity to inform each other about projects. This will also be an added value for our customers.”

### Finally, a piece of advice for anyone who wants to start with CRM

“CRM software is just a tool. The most important is to ensure that your operating processes are in order,” concludes Jan Ameloot.

