And THE ADVANTAGES it offers mctv limited going forward.

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Microsoft Dynamics

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**Abstract**

MCTV since its foundation has prided itself on the provision of high quality technological hardware such as televisions, and this is done very well with the company bringing in over 1 million per annum.  
However while the technology of our products has moved forward such as the jump from LCD televisions too more modern displays and Smart TV’s, much of the inner workings of the company have remained stagnant and archaic since its creation, this is a shame as there are many areas that could see major improvements through the implementation of new technologies.

As more and more companies, including some of our competitors move towards a more digital landscape in the coming years, I believe it would be a major benefit to invest into this as well.  
I believe that the best option is to invest into a cloud based service and based on my own research, I believe that the best area to invest in is Microsoft Dynamics CRM.

In this report I will outline the main advantages and disadvantages that the company will face by moving to the cloud, with the hope that this will provide adequate information for this decision.

Moving on the report will then detail the piece of Software chosen to be used, specifically the CRM package of Microsoft Dynamics this will then be followed by covering the benefits of this package, that it offers to MCTV.

We will then look at three main competitors that Microsoft Dynamics has in this field including Salesforce, Prosperworks and Zoho, this report will briefly outline what these services offer compared to Microsoft Dynamics but will affirm that Microsoft’s CRM package, is the best value available to MCTV.

Then i shall briefly cover the software that my colleagues Roberta, Liam and Mark, I will briefly describe their software packages and then explain why my software package is the better of the four of us.

Finally, there will be a short conclusion where I will sum up my findings and once again recommend Microsoft Dynamics for the company.

**MCTV and The Cloud.**

Cloud Computing is simply, “the use of various services such as software development platforms, servers, storage and software over the internet” (Techopedia,2018)

A simple concept that has become increasingly popular and widespread as around the world internet connections have seen significant increases in both security and connection speed, this has allowed many company’s both large and small toinvest and implement cloud based systems due to the number of advantages the system offers, I believe that it is in MCTV’s best interest to investigate these advantages and invest into a Microsoft Dynamics system. (Microsoft Azure, 2018)

**Cost.**

First, we have Expenses we have cheaper costs compared to buying and running individual pieces of hardware or software for example the cost of running and implementation a server is significantly higher through conventional means rather than through the cloud which is usually offered as a pay as you go, or a monthly subscription service. (Microsoft Azure, 2018)

**Flexibility**

Another area that cloud computing provides a major advantage to companies is the flexibility or scalability that it offers. (Microsoft Azure, 2018)

This feature would allow the cloud service to scale depending on the amount of traffic it receives, for example say MCTV gets a high amount of traffic one day but the next day there is very little traffic, the cloud offers the flexibility to scale the resources available to the service making it much more efficient. (Microsoft Azure, 2018)

This flexibility is a major advantage of cloud-based systems

**Security**

Another area where cloud computing has an advantage is in security, the reason that this is an advantage is due to the fact that security is shared with the cloud provider, who will develop protections for the infrastructure of the service this is a significant boost to security as it minimizes the risks of Viruses and breaches. (Microsoft Azure, 2018)

This is the final major advantage of using a cloud-based service over a traditional physical system

**Microsoft Dynamics.**

Microsoft Dynamics is one of the main cloud providers in the industry today, offering a few different cloud-based services for consumers. CRM stands for Customer relationship management and is the specific package we shall be looking at today. (Microsoft, 2018)

First one of the main features that this package has is that it combines CRM and ERP capabilities, as previously mentioned CRM stands for customer relations management which focuses on managing the relationships between the company and the current and potential customers, service users, colleagues and suppliers, however it also combines ERP or Enterprise Resource planning allowing for increased automation of devices. (Microsoft, 2018)

Another area of Microsoft dynamics that is a major bonus is its pricing, Microsoft offers a number of various pricing plans allowing users access to its features (Microsoft, 2018)

Another feature that Dynamics can boast is the amount of companies or organisations that use the service, this includes major names such as the Renault F1 Sport team, I believe that this showcases that Microsoft Dynamics has a high degree of trust as major companies use it for their business

**Salesforce**

Salesforce is another competitor with Microsoft Dynamics in the market of cloud-based solutions which based on their own information seems to focus around two main areas, efficiency and accessibility. (Softwareadvice.com, 2018)

However, salesforce has limited functionality such as with reports and displaying information. (Softwareadvice.com, 2018)

**Zoho**

Zoho is an anomaly in the cloud-based service as it offers a service that is completely free for up to four users, with four pricing plans featuring a 25k record storage, 1GB file storage and management for contacts, accounts and Leads, however Zoho’s customer service is abysmal taking long periods of time even up to a full week to respond to queries or issues significantly

**Prosperworks**

Another Option for a CRM service is called Prosperworks a company with over ten thousand customers in over 100 countries and works with a number of major companies including the car maker Peugeot and the online Udacity. (Prosperworks.com, 2018)

Prosperworks aims for ease of use with its product and is recommended by Google for this reason, the product was designed using Google’s material design principles and requires no implementation or training. (Prosperworks.com, 2018)

Its remaining main features cement this fact as that streamlines the process through automatic rather than manual data entry to link information across the company and an alerts system to avoid customers being missed. (Prosperworks.com, 2018)

**Other proposals**

However, I am not the only one offering a hypothesis on where the company should upgrade, as my colleagues, Mark, Roberta and Liam also have their own recommendations

**Mark**

Mark wished to invest into improving the company’s website describing it as a virtual shop window and that it should be upgraded to allow for online payments, however, I believe that this would be a waste of investment as the ability to improve the website could be done freely through WordPress and thus the investment money would be better spent elsewhere

**Roberta**

Roberta believes that we should invest into an integrated accounts package from the Excel files we moved over too a few years ago, for this she recommends that we invest the 100000 euro into either Sage Line 50 or its cloud-based alternative Sage Live, she cites that this would aid the companies accounting however, Sage Line is very difficult to setup and would likely require the hiring of a local expert in the software. (50&quot;, Accounting and Stumpp, 2018)

**Liam**

Liam believes we should invest into collaborative software, he claims that the best investment would be too into collaborative software or groupware allowing all work done to be connected, however this would more likely lead to a decrease in efficiency and an increase in unreliability due to faults with the software affecting multiple users.

**In conclusion.**

This has been my reasoning for why we should invest into Microsoft Dynamics CRM package over its competitors and the recommended investment of my colleagues. I hope you will take this into account before making your final decision on investing in the

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