Milestone 4 Case Study
Contoso Unified Customer Intelligence & Automation Platform
WIPRO-NGA-.NET-REACT(MSD)-FY26-C2

1. Problem Framing & Objectives

Contoso Services Ltd operates across multiple regions using Dynamics 365 Customer Service.
The organization currently faces challenges such as fragmented reporting between operations
and leadership, lack of standardized KPI definitions, manual escalation processes, excessive CRM storage usage for attachments, limited observability for reporting and automation failures, and security risks in external integrations.

Leadership aims to evolve from basic reporting to a decision-driven service intelligence platform that balances governance, cost control, security, performance, and analytical maturity. The goal of this solution is to design a governed, scalable, and secure architecture that supports consistent operational reporting, executive analytics, automated exception handling, and actionable service insights.

Constraints:

- Multi-region Dynamics 365 Customer Service deployment
- Cost-sensitive analytics and reporting environment
- Secure access for both internal users and external partners
- High performance, reliability, and auditability requirements