



Microsoft Dynamics Customer and Partner Solution Brief



Customer: Magma
Customer Size: 700 employees
Country or Region:
Partner: Hitachi

Customer Profile

Magma Design Automation is a global electronic design automation (EDA) company.

Software and Services

- Microsoft Live
- Microsoft .NET Framework
- Microsoft Office
 - Microsoft Outlook
- Microsoft Visual Studio
- Windows 7

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Magma

“We need a tool that will change to fit us, and not one that we have to fit into. Microsoft Dynamics CRM 2011 does that for us. It’s flexible and migrating is easy. It doesn’t come any simpler than this.”

Vickie Flores, VP of Information Services, Magma Design Automation

Business Needs

Magma Design Automation is a global electronic design automation (EDA) company. By enabling their customers to make chips faster and more efficiently, Magma helps them get to market more quickly. Magma recently chose to implement Microsoft Dynamics® CRM 2011 to help improve operations across multiple departments. Says Vickie Flores, VP of Information Services, “We quickly realized that Microsoft Dynamics CRM 2011 was the perfect fit for Magma.” Flores explains, “One of the reasons we’re migrating away from Salesforce.com is the difficulty we have getting data out of the system. You can get data into any system, but unless you can get that data out and analyze it, your tool is basically useless.”

Solution

Magma engaged Microsoft partner Hitachi to support a smooth migration from Salesforce.com. Hitachi also helped Magma provide custom training to their worldwide

business units. “The Hitachi team has done an outstanding job supporting the migration and providing training help—a significant effort across multiple time zones,” notes Flores.

Magma is implementing Microsoft Dynamics CRM 2011 across its marketing, sales, finance, and research & development departments. The ability to roll out CRM on this scale, and do so economically, was a big win for Magma. “Microsoft Dynamics CRM 2011 fits us because of its flexibility and because all of the 2011 features you get out of the box: reporting, mobility, integration, and so on. With other CRM systems you pay for every piece you want to use.”

Benefits

Microsoft Dynamics CRM 2011 is helping Magma’s marketing department improve visibility into its customers. “Microsoft Dynamics CRM 2011 allows you to access data quickly so you can get a 360-degree

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view of the customer in one report, and that also increases productivity.”

The sales team uses Microsoft Dynamics CRM 2011 to provide simplified visibility into data while travelling. “The Outlook client makes user adoption really easy: there isn’t another password to remember, there isn’t another browser to open. Sales people can get customer information faster.”

R&D is particularly important to Magma. Their R&D department has very complex processes, and they must be able to change rapidly to serve customers’ needs. Microsoft Dynamics CRM enables them to do that effectively: “You can easily generate and modify workflows in Microsoft Dynamics CRM 2011 so that your business processes can change at any time.”

Microsoft