



# ASCEND PERFORMANCE MATERIALS

## MICROSOFT DYNAMICS 365 FOR CUSTOMER ENGAGEMENT CASE STUDY

### IMPROVED PIPELINE VISIBILITY & PROCESS AUTOMATION

with Microsoft Dynamics CRM

ABOUT

Ascend Performance Materials is a global premium provider of high-quality plastics, fibers and chemicals and the world's largest integrated producer of PA66 resin. Headquartered in Houston, Texas, Ascend has nine global locations, including five fully-integrated manufacturing facilities located in the southeastern United States and an engineering plastics compounding facility in Europe, all dedicated to the innovation and safe production of nylon 6,6.

SITUATION

With the objective and desire to become the premier provider of nylon 6,6, Ascend needed to have a more clear and distinct view of potential future growth. Having previously worked in sales at a Fortune 500 company, Ascend's CEO understood the need for a modern CRM platform in order to meet these growth objectives. The organization needed a better look of the future, a horizontal view of the business, and aggregated data by market segment and competitor information.

Some of the challenges Ascend was facing with their current SAP CRM module include static data, inconsistent and low-quality communication, poor insight for decision-making, and lack of accountability through email. The decision was made to move to a modern CRM platform that would help:

- Cut down on SAP licensing costs
- Add opportunity management that the sales team could easily adopt
- Increase internal visibility of sales calls and reporting
- Reduce manual input of sample orders into SAP



#### AT-A-GLANCE

Ascend Performance Materials, the world's largest integrated producer of PA66 resin, is a global premium provider of high-quality plastics, fibers and chemicals.

#### CHALLENGES

With the objective and desire to become the premier provider of nylon 6,6, Ascend needed a clearer view of potential future growth and a modern CRM platform to support those growth objectives.

#### SOLUTION

Dynamics 365 for Customer Engagement was chosen because of its ease-of-use and extensive integration capabilities. In addition, a business intelligence and SAP-CRM integration solution were included as part of the implementation.



Gold Cloud Business Applications  
Gold Cloud Customer Relationship Management  
Gold Enterprise Resource Planning  
Gold Cloud Platform  
Gold Data Analytics  
Gold Data Platform

To balance the need for rich data with ease of use, it was decided early-on by Ascend that their new CRM solution would need to surface ERP data to minimize the number of systems utilized by their sales organization. Ultimately, Ascend chose Microsoft Dynamics 365 for Customer Engagement as their modern CRM platform based on its ease-of-use and extensive integration capabilities.

In addition, MCA Connect was chosen as the implementation partner of choice based on their industry experience and comprehensive suite of services, including an integration tool, CloudCONNECT, that helped to seamlessly connect Dynamics 365 for Customer Engagement with Ascend's SAP ERP data. A business intelligence solution was also built to mine the information they needed to support the business. MCA Connect was able to address all the solution needs: CRM, BI, SAP integration and a seamless transition for ongoing support.

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Dynamics 365 for Customer Engagement gave us the insight we needed to be more strategic in almost every aspect of our business. What started as a sales opportunity management solution has quickly become valuable to other departments including product research & development, supply chain management, quality control and customer service.

**Mark Suchman, Principal CRM Specialist, Ascend**

Moving to Dynamics 365 for Customer Engagement with the ongoing support of MCA Connect has enabled Ascend to achieve their project goals and give management a vision of progress toward the company goals on-demand.

#### **Following the implementation, Ascend is now able to:**

- Utilize CRM to see how new products are potentially going to sell, allowing for increased capital and new product research and development investments
- Improve product quality and supply chain consistency by spotting trends more quickly, which gains customer loyalty and trust
- Work from one comprehensive system since CloudCONNECT allows Dynamics CRM and SAP ERP to share master data records
- View progress toward a long-range plan and adjust focus of efforts in order to stay on track
- Sell value for specific performance instead of a price for commodity due to innovative products and a reliable supply chain, ultimately increasing margin

In addition to the solution, Ascend has received exceptional value from MCA Connect's involvement. Mark Suchman, Principle CRM Specialist at Ascend, says, "MCA Connect's ability to quickly expand resources and tackle the technology allows Ascend to minimize internal support costs. Having their tenured consultants that service the same customer and build relationships over time also allows for a quick response to all situations."



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CONNECT

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