

SERVICE DEFINITION

Microsoft Dynamics CRM

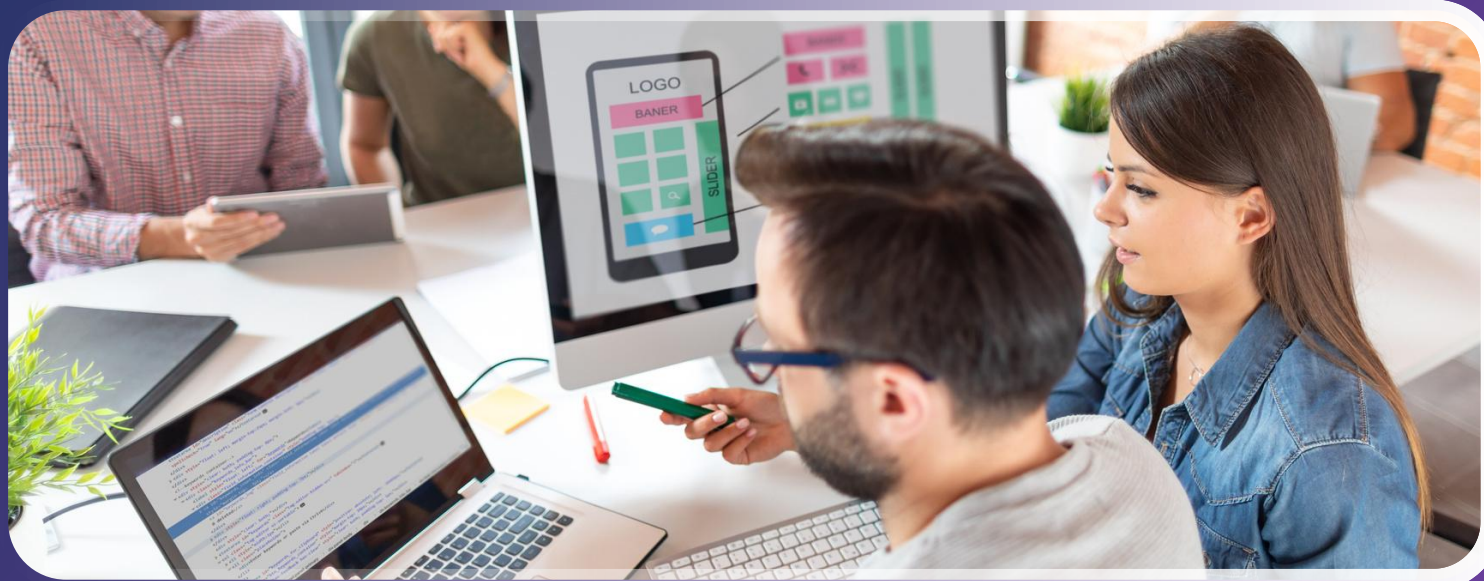
INTRODUCTION

- ✓ VIRGULE provides Microsoft Dynamics 365 CRM solutions to manage and analyze customer data.
- ✓ We streamline critical processes, connecting data to build relationships and increase productivity.
- ✓ Our service integrates multiple CRM tools, offering a flexible platform to improve customer satisfaction and operational efficiency.

Services Features

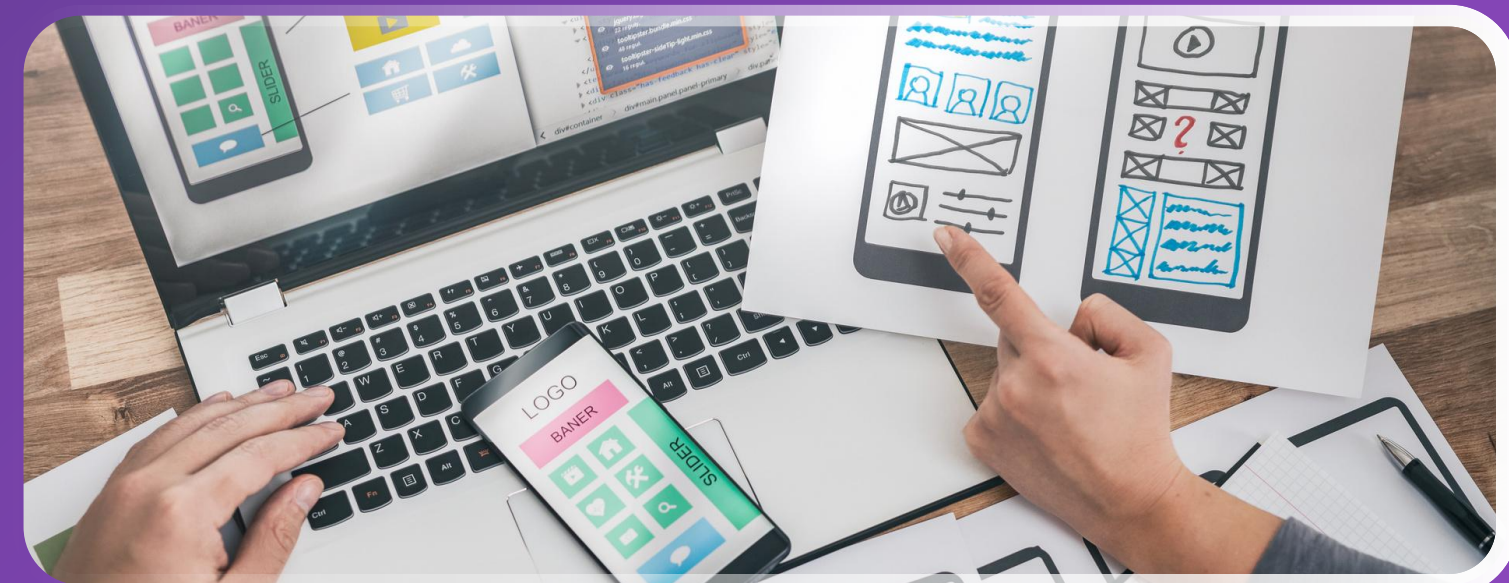
- ✓ Centralised customer data management and interaction history
- ✓ Integration with Microsoft ecosystem and third-party apps
- ✓ Streamlined sales, marketing, and service processes
- ✓ Real-time customer interaction analysis and reporting
- ✓ Flexible platform adapting to specific business needs
- ✓ Automated workflows and task management
- ✓ Comprehensive dashboards for actionable insights
- ✓ Mobile access for remote workforce productivity
- ✓ Seamless integration of multiple CRM tools
- ✓ Scalable architecture supporting business growth

Service Benefits



- ✓ 360-degree view of customer interactions
- ✓ Seamless integration with existing Microsoft tools
- ✓ Scalable decision modelling architecture
- ✓ Reduced operational silos between departments
- ✓ Actionable insights from unified customer data

- ✓ Improved customer satisfaction and retention rates
- ✓ Increased productivity through process automation
- ✓ Better data-driven decision making with analytics
- ✓ Streamlined critical business processes
- ✓ Enhanced collaboration across sales and service teams



Approach to Design



Azure-First Architecture

Designing solutions that fully leverage Azure services such as Azure Virtual Machines, App Services, Containers, and PaaS offerings to ensure scalability and long-term flexibility.



Microsoft (CAF) Alignment

Following Microsoft's proven Cloud Adoption Framework to guide planning, readiness, migration, innovation, and governance across the cloud journey.



Business-Centric Solution Planning

Translating business goals into technical roadmaps through close alignment with stakeholders, ensuring measurable outcomes and value-driven cloud design.



Iterative Migration & Deployment Model

Executing phased migrations with continuous validation, reducing risk while enabling faster time-to-value and minimal business disruption.



User Experience–Driven Design

Focusing on performance, accessibility, and usability to ensure cloud applications deliver consistent and intuitive experiences for end users.



Built-In Governance & Security Controls

Integrating identity management, encryption, compliance controls, and monitoring at every design stage to ensure end-to-end security.

Development Approach

01

Cloud Readiness–Driven Execution

We begin by assessing application, data, and infrastructure readiness to define the right Azure migration path rehost, refactor, re-architect, or rebuild ensuring optimal outcomes.

03

Infrastructure as Code (IaC) Enablement

Azure environments are provisioned using ARM templates, Bicep, or Terraform to ensure consistency, repeatability, and faster environment setup across development, test, and production.

02

Continuous Integration & Deployment

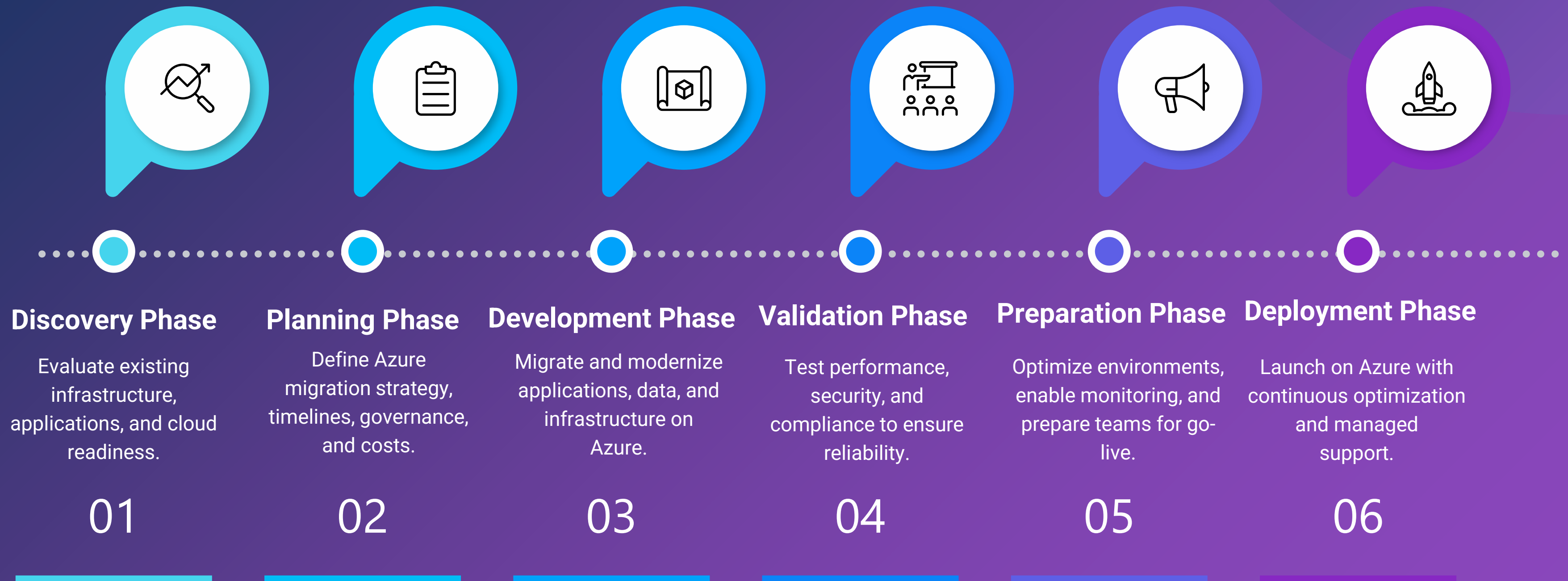
Azure DevOps pipelines automate build, test, and release workflows, enabling frequent, reliable deployments with reduced manual intervention and faster release cycles.

04

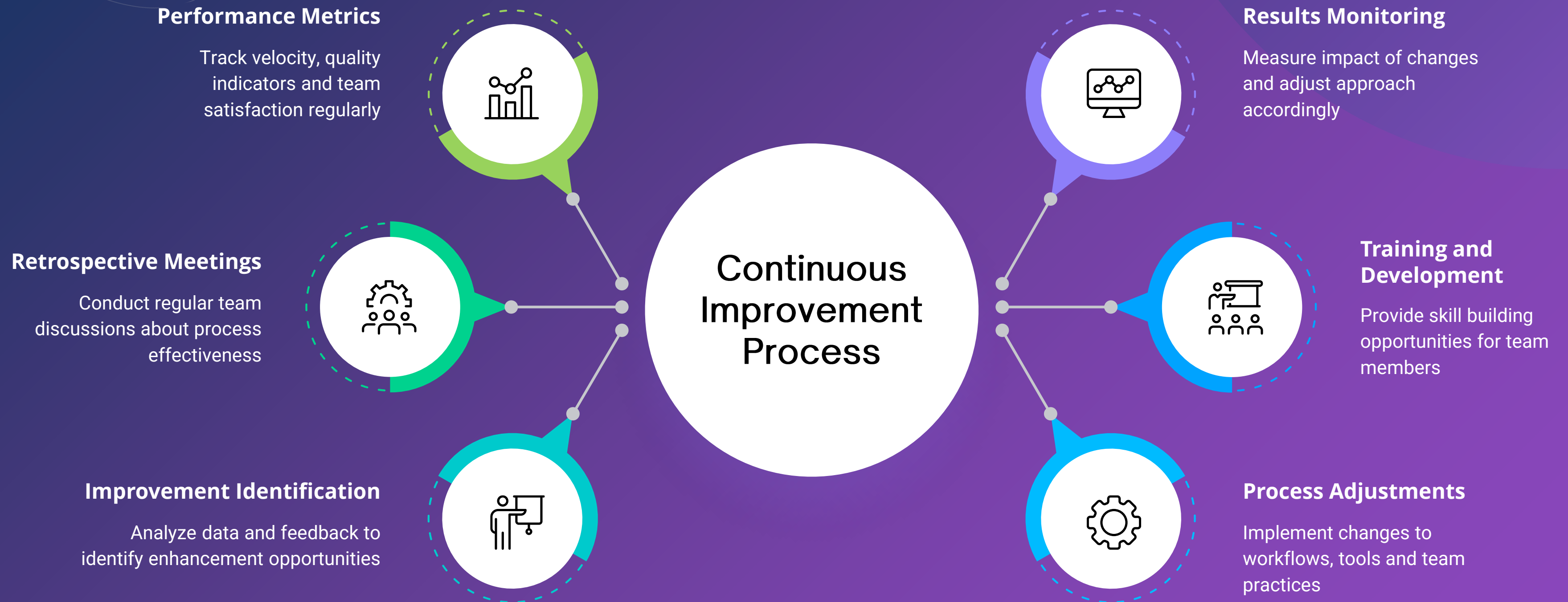
Monitoring-Led Optimization

Post-deployment, we leverage Azure Monitor, Log Analytics, and Application Insights to proactively track performance, reliability, and cost efficiency for continuous improvement.

Strategic Product Development Roadmap



Development Approach



Our Differentiators

Virgule International, located in the heart of UK and has been serving its key clients for over a decade now. Our strong delivery model and customer focus is a key differentiator while we continue to engage into new territories with our clientele.

Partner with purpose

We embed within client ecosystems to understand unspoken cultural nuances, team dynamics, and innovation tolerance



Industry Expertise

Apply Digital Solutions to IT problems



Digital Technologies

Latest Technologies. Implemented



Return on Investments

Making solutions drive growth



Contact Us
+44 7478739133



Learn More
www.virguleinternational.com

Thank You For Choosing

Virgule International



Contact Us
+44 7478739133



Learn More
www.virguleinternational.com