



LEGACY CRM UPGRADE AND CLOUD MIGRATION TO MICROSOFT DYNAMICS 365 (CRM) G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provides a Dynamics 365 CRM Cloud Migration service to support organisations moving from on-premises or legacy CRM platforms to Microsoft Dynamics 365 in the cloud.

Operating legacy, on-premises CRM systems can introduce security, resilience and support risks, as well as limit the ability to adopt new functionality. This service supports a controlled and secure transition to Dynamics 365, helping organisations modernise their CRM platform while maintaining data integrity, service continuity and operational stability.

The service covers planning, migration and deployment activities, enabling organisations to adopt a modern, cloud-based CRM platform that integrates with the wider Microsoft ecosystem and supports future growth and innovation.

KEY FEATURES

- Assessment of existing on-premises or legacy CRM environments
- Cloud migration planning and upgrade strategy for Dynamics 365 CRM
- Analysis of deprecated code, customisations and unsupported features
- Configuration and customisation migration to Dynamics 365
- Secure data and database migration to the cloud platform
- Integration with Microsoft 365 and other Dynamics 365 solutions
- Project management and controlled CRM deployment
- User training and knowledge transfer
- Go-live support and transition assistance
- Secure, Microsoft-hosted cloud CRM environment

KEY BENEFITS

- **Modern and Secure CRM Platform**
Moves CRM services to a supported, cloud-based Microsoft Dynamics 365 environment.
- **Reduced Operational Risk**
Removes reliance on on-premises infrastructure and unsupported legacy platforms.
- **Controlled and Structured Migration**
Step-by-step approach reduces disruption and protects business continuity.
- **Improved Security and Resilience**
Leverages Microsoft cloud security, resilience and compliance capabilities.
- **Access to New Capabilities**
Enables adoption of new Dynamics 365 features and regular platform updates.
- **Better Integration Across Microsoft Services**
Seamless connection with Microsoft 365 and other Dynamics 365 applications.
- **Scalable and Future-Ready Platform**
Supports future growth, extension and integration.

- **Improved Insight and Analytics**

Cloud platform enables enhanced reporting and data-driven decision-making.

ADDITIONAL SERVICES

- CRM readiness and discovery assessments
- Data cleansing and migration preparation
- Customisation rationalisation and optimisation
- Integration with third-party systems and applications
- Licensing and subscription advisory support
- Adoption and change management support
- Post-migration optimisation and enhancement
- Ongoing support and managed service options

Thank you

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