



**Global Manufacturer Implements  
Microsoft Dynamics CRM Online to  
Streamline Sales, Identify Counterfeits  
and Improve Customer Service**

**Case Study**



## Business Challenge

Headquartered in Portland, Oregon, Blount is a \$935 million industrial equipment manufacturer with 4,500 employees worldwide. Blount is a global manufacturer and marketer of equipment, replacement parts and accessories for consumers and professionals operating primarily in two market segments: forestry, lawn and garden. Blount also sells products in the construction and farming markets and is the market leader in manufacturing saw chain and guide bars for chain saws. Blount has a global manufacturing and distribution footprint and sells its products in more than 115 countries around the world.

The company has been live on Microsoft Dynamics CRM Online since 2011 with 140 users for its customer service and sales teams. Blount chose Dynamics CRM Online not only for its entire set of standard features, but for the unique way Dynamics CRM gives Blount the ability to manage an infinite number of business processes through its XRM style of configuration. For instance, tracking the production and sales of counterfeit products or tracking distributors and dealers and their leads is critical to growing Blount's market share.

*"The powerful database and flexible structure of Microsoft Dynamics CRM Online have come to serve as a 'Swiss army knife' for our business."*

Barry Brunetto  
VP of Information Services  
Blount

## Business Solution

Armanino's customized implementation of Dynamics CRM Online allowed Blount to achieve the following:

- **Data Visibility** – Armanino customized Dynamics CRM Online to allow Blount to enter new dealers and distributors into the system as part of its global network, providing visibility into, and data integrity for, all sales channels.
- **System Integration** – With Dynamics CRM Online, Blount developed a central database and integrated the CRM with their existing SAP accounting system. This combination is ensuring better visibility across the organization and improving the consistency of information for all users.
- **Worker Productivity** – Through the system integration of Dynamics CRM Online and SAP, Blount was also able to gain automatic system notifications and simplify end-user interaction by removing onerous repetitive tasks that were required by Blount's legacy systems.
- **Customer Service Process** – Blount has greatly improved its customer service processes through the robust database—now stored and available with just a few key strokes within CRM.

## Business Results

Blount now regards Dynamics CRM Online as a critical component of its business and sales system. Due to Dynamics CRM Online, Blount has been able to achieve the following:

- **Counterfeit Tracking Solution** – Blount used “outside the box” thinking to harness the power of Dynamics CRM Online for counterfeit tracking. Due to the worldwide popularity of its products, counterfeiting is a constant business challenge for Blount. By tracking product numbers and warranty claims in CRM, Blount isolates products that have been manufactured illegally and uses the CRM data to assist authorities in tracking down the perpetrators.
- **Improved Product Reliability** – Blount improved product reliability by utilizing Microsoft Dynamics CRM Online to push warranty desk claims to its engineering tracking system. Therefore, when a certain product has numerous similar warranty tickets, product engineers are notified immediately through the automated Dynamics CRM Online system and are able to research the cause of the malfunction/breakage. This continuous improvement process helps Blount maintain its market reputation as the industry leader for reliable products.
- **Increased Productivity** – Blount greatly improved time management and productivity with the consolidation of calendaring, email, client communication history and client databases in Dynamics CRM Online. All of these tasks were previously managed in disparate systems.
- **Greater Customer Understanding** – Dynamics CRM Online streamlined the ability of Blount’s sales team to record information for a specific customer and provides management, support and other individuals within the organization with the ability to get a detailed, 360-degree look at a customer.

*"Dynamics CRM Online has become an essential tool that we rely on for our day-to-day and overall continued success."*

## CONTACT

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## About Armanino<sup>LLP</sup>

Armanino<sup>LLP</sup> ([www.amllp.com](http://www.amllp.com)) is the largest independent accounting and business consulting firm in California and the 29th largest firm in the United States. Armanino provides an integrated set of audit, tax, consulting, and technology solutions to companies in the U.S. and globally. The firm helps clients adapt and change in every stage of business from start-up through rapid growth to the sale of a company. Armanino emphasizes smart technology, leading a cloud revolution of financial, operational, sales and compliance tools that are transforming the way companies do business. Armanino extends its global services to more than 100 countries through its membership in Moore Stephens International Limited – one of the world’s major accounting and consulting membership organizations. In addition to its core consulting and accounting practices, Armanino operates two other divisions – AMF Media Group ([www.amfmediagroup.com](http://www.amfmediagroup.com)) and Financial Horizons ([www.financialhorizons.com](http://www.financialhorizons.com)).

## About Armanino’s Microsoft Dynamics Practice

Armanino is one of the largest Microsoft Dynamics partners in the nation as a value-added reseller (VAR) and implementation partner for Microsoft Dynamics CRM, Dynamics AX, and Dynamics GP. Additionally, the firm offers the Microsoft Dynamics AX for High Tech Industries<sup>TM</sup> Certified for Microsoft Dynamics (CfMD) solution. This product helps software and internet, semiconductor, medical device and electronics manufacturers to empower their sales forces, cut costs and time-to-market, improve forecast accuracy, and manage distributor relationships and supply chains. As a Microsoft Inner Circle member, Armanino is among the top one percent of partners around the globe.