



# Argano Direct to Consumer Assessment

Bridge the gap between aspiration and implementation



Direct-to-consumer eliminates the barrier between the manufacturer and the consumer, providing greater control over its brand, reputation, marketing, and sales tactics.

## Transformation Assessment for Microsoft Dynamics 365

Argano is ready to help guide you through the business transformation process with our unique Direct to Consumer Assessment where we first learn about your pain points and strategic ambitions. Then we align discovery information to key business process improvement areas and work through key problem statements that truly impact your business.

Our experts will then utilize the information captured to align to a solution that fits your business value areas, resulting in a Business Value Map and a Roadmap to ensure we have the right goals, strategies, capabilities and KPIs to make a significant impact on your business.

Our assessment builds a plan for:



### Activating Digital selling

- Enabling a commerce platform
- Building a direct consumer database
- Creating a voice of the consumer platform



### Engaging customers in a new way

- Deploying IoT, marketing automation and omnichannel capabilities
- Providing online access to educational information
- Redefining your relationship with your consumer



### Optimizing supply chain operations

- Determining where to partner with distributors
- Reviewing selling and shipping approaches



### Managing risk and compliance

- Easily facilitate set up of security settings in Microsoft Dynamics 365 Finance

Our assessment will give your organization the strategic business model and tools needed to directly engage and learn from your customers.

### Benefits:

- Activate digital selling
- Engage customers in a new way
- Optimize supply chain operations
- Manage risk and compliance

### Key Deliverables:

- Business Value Map with Key Performance Indicators (KPIs)
- Direct to consumer maturity assessment
- Enlightenment- Good2Great
- Analysis and Solution Roadmap

Contact us at [microsoft@argano.com](mailto:microsoft@argano.com) for more information about Argano Direct to Consumer Assessment



Learn more at [argano.com](https://argano.com)