



starshot*

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— Matt Grant
Group Business Manager,
Events Starshot

Starshot Unlocks the Web Potential of Microsoft Dynamics® CRM with Adxstudio Portals & Microsoft Windows Azure

Challenge

Starshot was founded in 1999 by two strategic marketers who realized the need for a new event marketing agency model. Today, they are a powerhouse for B2B marketing for some of the world’s leading brands, including Microsoft.

Through their agency hubs in Toronto and Chicago, Starshot is a single source of marketing expertise and results optimization. They handle the challenges of significant organizations while being fueled by a culture that embraces the qualities of individual service excellence and speed, all backed by a disdain for bureaucracy.

Through their practice group specialization in event management, digital marketing platforms, and demand generation marketing programs, Starshot makes it their purpose to always question the status quo and stand out from the noise.

As Microsoft’s North American Agency of Record, Starshot used Adxstudio Portals in combination with Microsoft Dynamics® CRM to build two unique programs for their client: Executive Exchange and TechDays.

Solution

With the Executive Exchange, Starshot used Adxstudio Portals to capture strategic executive engagements through a simple web interface stored automatically in a cloud-based version of Microsoft Dynamics CRM.

Ultimately, this helped in driving key marketing insights for the US Microsoft team and Starshot.

Based on a defined set of premier events and key customers, Starshot was able to effectively track attendance by event and across all events year over year.

“The seamless integration Adxstudio Portals provided with Microsoft Dynamics CRM allowed us to not only track executive engagement over time,” said Matt Grant, Group Business Manager, Events, “but also more effectively manage, report and drive insights for our client. This was something they hadn’t been able to achieve to this level of detail prior to this program.”

For TechDays 2010, Starshot needed to provide a conference platform that could not only handle registration and management of the multiple tracks available for TechDays but also handle secure, payment processing, all hosted on Microsoft Windows Azure.

“We had used Adxstudio’s portal solution for other projects and knew that its capabilities could be leveraged to provide us with the platform to fulfill on Microsoft’s technical requirements for TechDays,” commented Matt. “As a result, it became our top choice for this project.”



Software & Services

- Adxstudio Portals for Microsoft Dynamics® CRM
- Microsoft Dynamics® CRM Online
- Microsoft Windows Azure
- Starshot Strategic Event Marketing Services

For complete information about Adxstudio Portals visit www.adxstudio.com/portals



www.adxstudio.com

1.800.508.7811
(within North America)
1.306.569.6500
(international)

200 – 1445 Park Street
Regina SK S4N 4C5
CANADA

203 – 535 10th Ave. SW
Calgary AB T2R 0A8
CANADA

200 – 5925 Airport Road
Mississauga ON L4W 1W1
CANADA

8201 164th Ave. NE
Redmond WA 98052
USA

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PRESIDENT'S CLUB
for Microsoft Dynamics

A Technology Partnership Based on Innovative Thinking

Both Adxstudio and Starshot have proven track records of providing innovative solutions, making a technology partnership a clear choice.

“Big ideas only become a reality if you can effectively implement them for your client,” said Matt. “With Adxstudio Portals we had the platform we needed to use CRM as our primary information hub and focus our energy on delivering the type of engagement Microsoft needed for both executive and technical audiences.”

With Adxstudio Portals, Starshot could customize program solutions to meet client needs, driving the innovation their clients expect. Both programs took advantage of cost-effective, cloud-based Microsoft Windows Azure services. Adxstudio brought CRM expertise and a rich knowledge of Microsoft Windows Azure, resulting in a technology partnership founded on mutual creative thinking, technical expertise and comprehensive support for the platform.

CRM Integration that Drives Results

Using Adxstudio Portals as a foundation, Starshot built the registration infrastructure for the Executive Exchange program - a series of private and branded invitation-only events. With Microsoft Dynamics CRM, Starshot was able to capture executive registrations and attendance at events through an easy-to-use web interface that flowed interactions directly through to their online database.

With central CRM storage and management of interactions over time, Starshot can drive deeper insights around marketing return on investment and flexibility to optimize the program. “CRM has become the primary data hub we use to meet the reporting and analysis needs around this unique, executive engagement program for Microsoft,” states Matt. “Adxstudio Portals provides us with a reliable, accurate pipe for capturing the data that supports this program.”

Cost Effective Cloud-Based CRM in Action

For Starshot, using Microsoft's technology platform was not a 'nice to have' but a requirement.

Starshot leveraged Adxstudio Portals' deep integration Microsoft Dynamics CRM as the primary web platform, and take advantage of Microsoft's Windows Azure to provide a cost effective and flexible cloud-based solution. Adxstudio provided support services for both of platforms, allowing Starshot to focus on building, managing and reporting on the engagements with executive and technical audiences for both programs.

“Adxstudio Portals helped us accurately track approximately 3000 TechDays registrants over eight cities, along with which event tracks they signed up for while still ensuring that conference fees were being handled in a secure fashion,” said Matt. “This made managing the event logistics easier for us by giving us the capability to provide frequent updates to our client leading up to TechDays directly from CRM reporting.”

About Adxstudio Inc.

Adxstudio Inc. is a leading provider of web portal and application life-cycle management solutions based on Microsoft Dynamics® CRM, SharePoint and .NET platforms.

Founded in 1998 and privately held, we're a Microsoft Gold Application Development and Customer Relationship Management competency partner. With a staff of over 50 solution and services professionals located in offices across Canada and the USA, we're focused on delivering web-based solutions built for the Microsoft technology stack. Our key application products include Adxstudio Portals and the Adxstudio ALM Toolkit.

Adxstudio Portals supercharges Microsoft Dynamics® CRM into an interactive, web-based engagement platform with Community, Retail and Government portals featuring responsive web designs tuned for mobile, tablet and desktop devices; forums, blogs, ideas and events for social engagement; customer help desk with self-service knowledge base, case deflection, ticket ecommerce, entitlement and status tracking; interactive web forms for non-technical publishers; and web content management.

The **Adxstudio ALM Toolkit** is an essential suite of tools that help automate change management for Microsoft Dynamics® CRM projects using a source control system such as Microsoft Team Foundation Server. The ALM Toolkit empowers project teams to apply agile methodologies to manage change, achieve developer isolation, and deploy solutions to multiple environments.

Microsoft Partner

Gold Application Development
Gold Customer Relationship Management

