

### "DAG adopts D365 FSCM and D365 Sales & Marketing apps to achieve a seamless way of managing their inventory of artwork and increasing sales"

#### Overview

**HQ- Delhi, India**

**Industry- Art**

**Customer Profile:**

Delhi Art Gallery, also known as DAG was established in 1933. The gallery is the world's largest repository of Modern Indian Art comprising 20th and 21st-century preserved art. Delhi Art Galleries are in New Delhi, Mumbai, and New York.

#### About the Client

DAG has successfully helped in gaining recognition for India's modern masters whose legacies and apathy had been lost to time due to a lack of enough viewers, collectors, promoters, curators, or scholars.

DAG is also involved in other activities such as:

- Historical curatorial exercises
- Art publishing and filmmaking programs
- Art appreciation workshops and education initiatives
- Interfaces with the financial and corporate sectors by way of talks and curated walks
- Relationship building with institutions and museums around the world
- Participation in international art fairs
- Creating tactile aids for the specially-abled

## Executive Summary

DAG has been using a legacy system for the galleries, which was not up to date and had very limited features. The lack of integration between these systems was another major issue. The absence of necessary features was preventing the organization to manage the huge number of artworks in the stock allotted under numerous classifications.

Moreover, the organization didn't have any dedicated system for customer engagement, which restricted smooth communication with the customers.

As a result, DAG was facing challenges in managing, selling, and marketing the stock of artwork in their art galleries situated within India and at multiple international locations.

DAG was looking for a partner with an unparalleled track record in the implementation of Microsoft Dynamics solutions.

Alletec with a strong international deployment record of Dynamics 365, implemented a solution that made it easier for the organization to handle its finance, supply chain, sales, and marketing operations.

## The Situation

- Need for a perfect Microsoft Dynamics 365 solution for an art gallery with cross-country and international locations.
- Required extensive classification and cataloging for over 70,000 artworks.
- Requirements for business-specific documentation for every purchase or sale of artworks.

## The Alletec Solution

- After understanding the requirements, Alletec suggested implementing Dynamics 365 Finance & Supply Chain (FSCM) and Dynamics 365 Sales & Marketing apps.
- Enabled a feature in FSCM to address documentation requirements of works of art.
- Enabled feature in Microsoft Dynamics 365 FSCM to address taxation requirements of three countries – India, UK, and USA.
- Activated features in the Dynamics 365 Marketing app to set up and maintain automated campaigns across different channels and organize events.
- Suggested the best Dynamics 365 Sales product to suit DAG's unique needs of tracking accounts/contacts, nurturing sales from lead to order, and creating sales collateral.

## The Benefits

- DAG's sales team got an access to integrated catalog for sales operations.
- Integrated campaigns and promo management made branding easier for the sales team.
- The team was able to get visibility into inventory by attribute, artist, and location.
- Addressing consignment inventory became easy for DAG.
- Dynamics 365 Finance enabled DAG to automate and modernize its financial operations.
- They could monitor performance in real time, predict future outcomes and make data-driven decisions to drive business growth.
- Dynamics 365 Supply Chain Management helped DAG build an agile and connected supply chain. The team could streamline their inventory and warehouse, and maximize operational efficiency, profitability, and product quality.



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