



## Powertrak Mobile Drives User Adoption and Quality of Customer Data

*2 Degrees Ventures leverages Powertrak and Microsoft Dynamics CRM to securely store and connect strategic relationships, and collect and capture game-changing information via mobile devices*

### Overview

Company	2 Degrees Ventures
Industry	Entertainment
HQ Office	West Hollywood, CA
Established	2005

### Company Profile

2 Degrees Ventures is an organization that leverages unique relationships with industry-leaders and cultural influencers.

Its unique relationships in the industry allows the company to forge the strategic partnerships between brands and pop culture innovators.

### Challenges

- Needs a tablet-accessible survey solution to capture survey answers.
- Requires a solution to provide analytics to Fortune 500 companies.
- Seeks a provider to host Microsoft Dynamics CRM.

### Solutions

- Microsoft Dynamics CRM
- Powertrak Survey Scripting Engine
- NetPRM- SaaS Hosting Environment

### Results

- Quick deployment of Microsoft Dynamics CRM and Powertrak on NetPRM.
- Powertrak captures interview data, securely holds confidential contact information, segments relationships, assigns tasks, and delivers extensive analytics.
- Powertrak simplifies and streamlines the survey process by guiding agents to ask pertinent interview questions based on the influencer's responses.

2 Degrees Ventures seeks a mobile survey solution for its field agents to conduct interviews with celebrities for Fortune 500 companies. Powertrak helps agents capture interview information and then deliver analytics back to Fortune 500 companies.

### Overview

West Hollywood-based, 2 Degrees Ventures, is an organization that leverages unique relationships with industry-leaders and cultural influencers. The company helps brands create stories by deepening their involvement in popular culture by creating unmatched relationships with those who create it.

Its clientele features some of the world's most recognizable brands in the global consumer high-tech manufacturing, apparel, consumer lifestyle, and business to business.

"We're a pivotal connection point between entertainment, consumer brands, advertising agencies, and creative talent," said Doug Kanner, CFO at 2 Degrees Ventures. "It's vital for our relationship-intensive business model to utilize a system that captures data, securely holds confidential contact information, segments relationships, assigns tasks, and delivers extensive analytics."

### Situation

2 Degrees Ventures sought a CRM solution to improve overall business performance and to enable their product experts to work more efficiently in the field with tools to enter customer feedback directly into mobile devices.

After thorough research, 2 Degrees Ventures selected Microsoft Dynamics CRM and Axonom's Powertrak solution for its security, flexibility, and business process automation. Axonom initiated a quick-start implementation plan to deploy Microsoft Dynamics CRM and Powertrak Portal on its hosted environment called NetPRM. NetPRM is an affordable, subscription-based (SaaS) offering that eliminates the burden for end-users to install, maintain, and update CRM software and infrastructure.

"We saw Axonom as the ideal partner for this project," added Kanner. "They brought to the table extensive expertise in tailoring Microsoft Dynamics CRM to fit our business, plus a suite of enhancement solutions to complete additional business requirements. On top of that, Axonom's hosting environment sealed the deal."

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**Doug Kanner**  
CFO at 2 Degrees Ventures

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Clients use that information, from demographics to product add-on preferences to colors, to make proactive product changes and focus promotions.”

**Mike Belongie**  
COO at Axonom

## The Solution

2 Degrees Ventures turned to Axonom for a robust solution to deliver remote access to its clients to enter and update customer feedback, monitor inventory, and view product reports. They also required role-based security to protect the social influencer’s personal information from those not required to view it. Axonom tailored Microsoft Dynamics CRM to fit the company’s business needs and added Powertrak Portal to simplify communication between its external high-tech manufacturing clients.

Next, Axonom deployed Powertrak Mobile Scripted Survey, the same rules-driven scripting technology used in Powertrak Contact Center, for the on-the-go product experts to enter meeting information into smartphones and mobile tablets. “Powertrak simplifies and streamlines the survey process by guiding our experts to ask pertinent interview questions based on the influencer’s responses,” said Kanner. The entered survey information is immediately pushed into Microsoft Dynamics CRM.



2 Degrees Ventures’ lasting relationships provide a foundation for long-term ROI and brand equity.

## Benefits

As a result of their Powertrak investment, field agents can now follow a guided interview script and enter the social influencer’s responses into their mobile devices. In addition, company executives and business clients have direct insight into real-time, trend-setting information.

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## Let’s Get Started

Call us at 888-814-2880 or email [sales@axonom.com](mailto:sales@axonom.com) to set up a personal consultation. We’ll review your current setup and see how Powertrak can help you achieve your automation goals.



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### About Axonom

Axonom is an independent software vendor that develops, designs, and markets Powertrak, the innovative B2B revenue management suite for global high-tech and manufacturing organizations.

Powertrak gives each user in every department one sure path to efficiently service, support and extend the customer experience.