Microsoft Dynamics Examples

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DOVETAIL
CREATIVE

Who are IABM

IABM helps make sense of the digital transformation happening in the Broadcast, Media & Entertainment technology landscape. We are the trusted, effective and influential source for business intelligence, engagement and skills development. We connect, share knowledge and promote collaboration.

IABM ENGAGEMENT REACH

526
Global Member companies

47,631
Registered contacts from all sides of the industry

Annual Corporate Membership

iabm Platinum Member	£12,300
iabm Gold Member	£4,500
iabm Silver Member	£1,750/£900
iabm Start-Up Member	£550
iabm Bronze Member	£750

Filter on Type of member

Filter on Renewal/join dates

Filter on Segment Taxonomy

Filter on engagement by £ service used and highlight those at risk!

🔍 Search

💡 ⚙️ ?

🗑 Delete | ⌄   ↻ Refresh   📄 Visualize this view   ✉ Email a Link | ⌄   ⧓ Flow ⌄   📊 Run Report ⌄   📗 xcel Templates ⌄   📗 Ex t to Excel | ⌄   ⋮

🗔 Edit columns   ▽ Edit filters   Filter by keyword

Company Name ⌄	Membership Type ⌄	Region ⌄	Website ⌄	Renewal ... ⌄	Joined Da... ⌄	Company... ⌄	Chain Co... ⌄	Total B... ↓ ⌄	Primary C... ⌄
Dell EMC	Platinum	Americas	www.dellemc.com/	01/01/20...	12/11/20...	Big IT	Produce; ...	$255,460....	Jeff Grass...
Datavideo Technologies Co. Ltd	Silver Plus	APAC	www.datavideo.c...	01/01/20...	13/11/20...	Hardware...	Create; Pr...	$158,760....	Jack Lin
DataCore	Gold	Americas	https://www.data...	01/08/20...	27/07/20...	Agile Mo...	Manage; ...	$24,950.00	Linda Tho...
Dalet	Silver Plus	EMEA	https://www.dalet...	01/01/20...	01/04/20...	Software ...	Create; Pr...	€19,665.00	Robin Kir...
Digigram Digital	Silver	EMEA	https://www.digig...	01/01/20...	22/05/20...	Niche Sp...	Create; Pr...	€15,075.00	Nancy Di...
Dejero Labs Inc	Silver Plus	Americas	www.dejero.com	01/01/20...	14/10/20...	Agile Mo...	Produce; ...	$14,910.00	Ivy Cuervo
dB Broadcast Ltd.	Silver	UK	https://www.dbbr...	01/01/20...	01/10/19...	Niche Sp...	Support	£2,900.00	Daniel Hi...
Danmon Group Norway AS	Gold Subsidiary	EMEA	www.danmon.no	01/01/20...	06/08/20...		Support	€2,587.50	Øivind Iv...
Deltacast	Silver	EMEA	http://www.deltac...	01/01/20...	04/05/20...	Niche Sp...	Connect	€1,850.00	Lisa Marx
PROVYS	Silver	EMEA	www.provys.com	01/01/20...	01/02/20...	Agile Mo...	Manage; ...	€1,725.00	Hanka Vo...
Dan Technologies A/S	Gold	EMEA	http://www.dante...	01/01/20...	01/09/19...	Hardware...	Produce; ...	€1,650.00	Ole Claus...
DigiBox	Silver Subsidiary	UK	https://www.digi-...	01/01/20...	06/09/20...			£1,250.00	Sarah Dott
DIGIcas LLC	Silver	APAC	http://www.digica...	01/01/20...	25/07/20...	Niche Sp...		$390.00	Reza Zirak
Dizplai	Silver	UK	http://www.dizpla...	01/09/20...	15/10/20...	Software	Produce; ...	£200.00	Ed Abis

Search

Dell EMC - Saved

Company · Information UI ∨

General | Area of Interests | Notes & Activities | Addresses | Contacts | Member Activities | Exhibitors & Sponsors | Billing Information & Finance | Membership Information | Sales Opportunity | Awards | ···

Quickbooks Id	6928	
Company Name *	Dell EMC	
Legal Name	Dell EMC	
Parent Organisation	---	
Region	🔧 Americas	
Website	https://www.dellemc.com/	🌐
Source Code	🔧 Membership Applications	
VAT Business Posting Group Id	🔧 EXPORT	

Membership Type *	🔧 Platinum	
HQ	Yes	
Size Band	1000+ employees	
Date Incorporated	---	📅
Main Phone	+1 206 225 6369	📞
Fax	---	
Email	jeff.grassinger@dell.com	✉

Roles At This Company

Primary Contact 🏠 Jeff Grassinger

○ Contact ↑ ∨	Role ∨
Jeff Grassinger	Member Rep

1 - 1 of 1 |◁ ◁ Page 1 ▷ ▷|

📋 Benefits Count	441
Last updated:	27/06/2023 13:00
Chain Content Element	Produce, Connect, Store, Support
📋 Benefit (Parent)	$127,730.00
Last updated:	27/06/2023 13:00

Shows the total value of benefits used to date – Dell pay £12k for their membership so easy to justify at renewal

Roles At Child Company

Contact ↑ ∨	Role ∨	Company ∨

No data available

Below demonstrated the different benefits the member has used and at what date. The website is integrated tracking all page views behind the member gate – the document viewed is clearly highlighted and rules are set to recommend further documents that could be of interest based on this activity

Dell EMC - Saved
Company · Information UI ∨

General   Area of Interests   Notes & Activities   Addresses   Contacts   Member Activities   Exhibitors & Sponsors   Billing Information & Finance   **Member Activity - Parent Account**   ⋯

⊠ Show Chart   + New Member Activity   ⬚ Add Existing Member …   ↻ Refresh   ⟋ Flow ∨   ▦ Run Report ∨   ▥ Excel Templates ∨   ▧ Export Member Activity | ∨

Active Member Activity ∨   Filter by keyword

◯	Created On ↓ ∨	Company (Conta… ∨	Company Name … ∨	Contact ∨	Activity Type ∨	Document Name ∨	Document URL ∨	Activity Occurre… ∨
	24/04/2023 06:10	Dell EMC	Dell EMC	Jeff Grassinger	Page View	State of MediaT…	https://theiabm.org/state-of-mediatech-r…	24/04/2023 06:10
	23/04/2023 19:40	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Industry Events	https://theiabm.org/online-and-virtual-in…	23/04/2023 19:40
	23/04/2023 19:36	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Media Te…	https://theiabm.org/iabm-media-tech-int…	23/04/2023 19:36
	22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	The Media Tech…	https://theiabm.org/the-media-tech-busi…	22/04/2023 21:54
	22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Sector Trends	https://theiabm.org/sector-trends/	22/04/2023 21:54
	22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Media Tech Bus…	https://theiabm.org/media-tech-business…	22/04/2023 21:54
	22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Research: Page Views - Member Exc…	Structural Trend…	https://theiabm.org/structural-trends-rep…	22/04/2023 21:54
	22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Adoption Trend…	https://theiabm.org/adoption-trend-repo…	22/04/2023 21:54
	22/04/2023 21:53	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Media Te…	https://theiabm.org/iabm-media-tech-int…	22/04/2023 21:53
	22/04/2023 21:53	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Special R…	https://theiabm.org/iabm-special-reports/	22/04/2023 21:53
	22/04/2023 21:52	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Media Te…	https://theiabm.org/insight-and-analysis/	22/04/2023 21:52

DEMONSTRATE VALUE

The data collected is used to produce benefit statements both real time on members online dashboards and offline to encourage renewal at the end of the year

Silver IABM Members pay £900 for their membership and on average use benefits to the value of £3,800 over 12 months

Chart demonstrates all member benefits and the usage across all members. This is useful to analyse those benefits most used where additional resource may be required or those not being used to evaluate if they should remain as part of the offer

Activity Type by Activity Type ⌄   ⋮
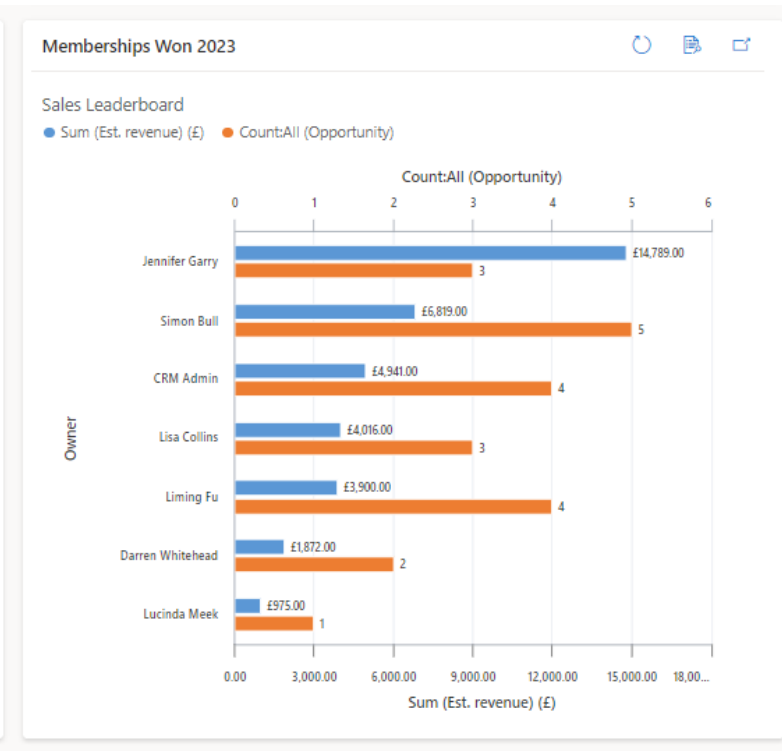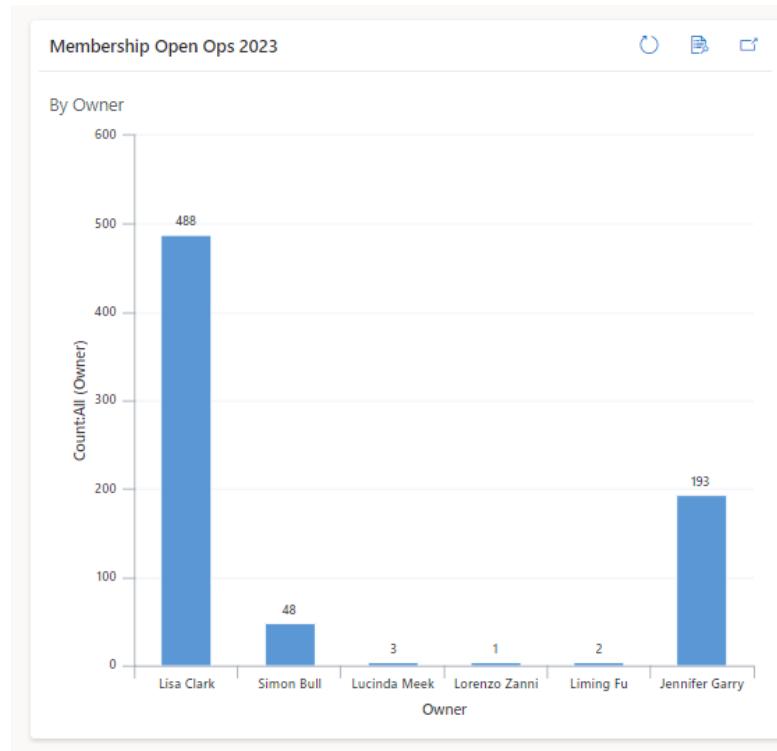

www.dovetailcreative.co.uk
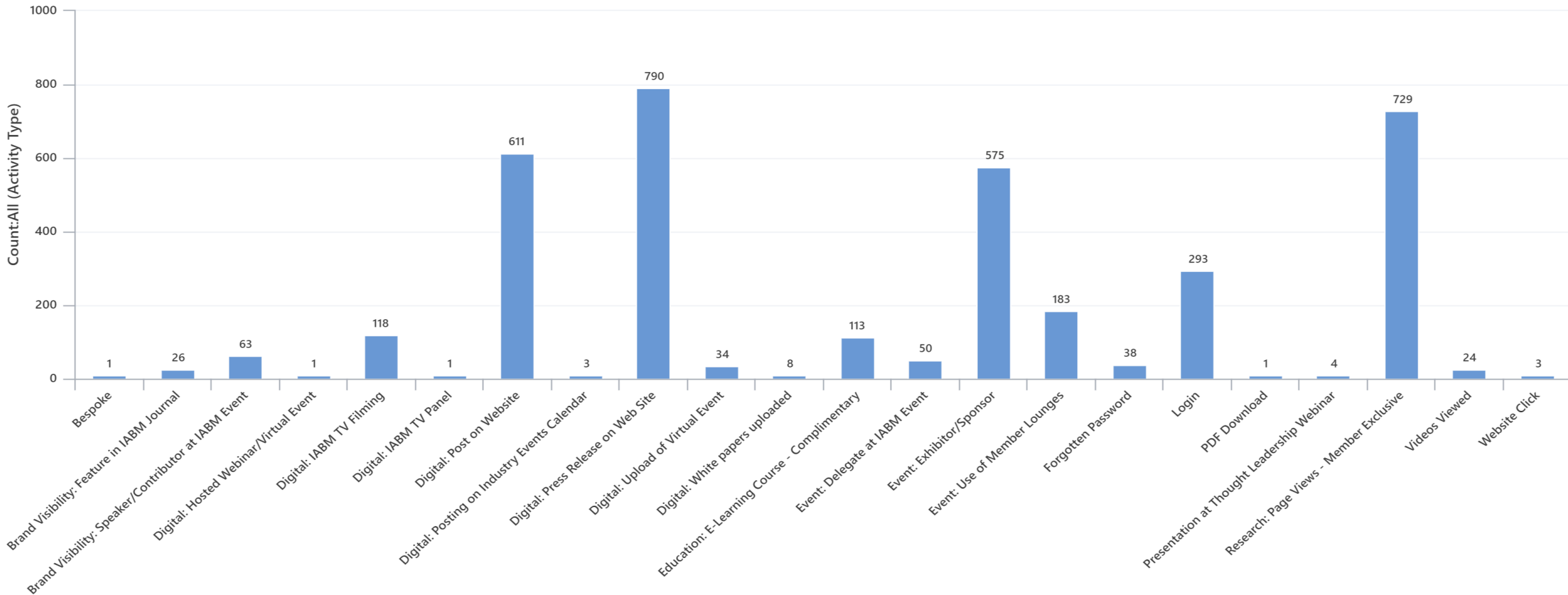
Activity Occu... ↓ ∨	Company (Cont... ∨	Membership Ty... ∨	Region (Compa... ∨	Contact ∨	Activity Type ∨	Email (Contact) ∨	Document Name ∨	Be
25/06/2023 15:...	Corporacio Cat...	End User	EMEA	Alex Ribelles	Page View	aribelles.j@cc...	IABM PULSE	
25/06/2023 15:...	Corporacio Cat...	End User	EMEA	Alex Ribelles	Page View	aribelles.j@cc...	Video Over IP	
25/06/2023 15:...	Corporacio Cat...	End User	EMEA	Alex Ribelles	Login	aribelles.j@cc...	User Login	
24/06/2023 23:...	Alkass	Prospect	EMEA	Felimen Dela Cruz	Page View	emelanzmail@...	Single Event Ca...	
24/06/2023 23:...	Alkass	Prospect	EMEA	Felimen Dela Cruz	Page View	emelanzmail@...	Advanced IP N...	
24/06/2023 23:...	Alkass	Prospect	EMEA	Felimen Dela Cruz	Page View	emelanzmail@...	IABM PULSE	
24/06/2023 23:...	Alkass	Prospect	EMEA	Felimen Dela Cruz	Page View	emelanzmail@...	GDPR-popup	
24/06/2023 23:...	Alkass	Prospect	EMEA	Felimen Dela Cruz	Login	emelanzmail@...	User Login	
24/06/2023 23:...	Alkass	Prospect	EMEA	Felimen Dela Cruz	Forgotten Password	emelanzmail@...	Forgotten Pass...	
23/06/2023 21:...	Jump PR Ltd	Bronze Prospect	UK	Alicia Root	Page View	alicia@jumppr.tv	BaM Awards Lo...	
23/06/2023 17:...	IMG Media	Prospect	UK	Sinead Kandiah	Page View	sinead.kandiah...	Home page	
23/06/2023 17:...	IMG Media	Prospect	UK	Sinead Kandiah	Page View	sinead.kandiah...	Search	
23/06/2023 17:...	IMG Media	Prospect	UK	Sinead Kandiah	Page View	sinead.kandiah...	Member Benefits	
23/06/2023 17:...	IMG Media	Prospect	UK	Sinead Kandiah	Page View	sinead.kandiah...	GDPR-popup	
23/06/2023 16:...	THEO Technolo...	Prospect	EMEA	Bart van Oosterhout	Page View	bart.vanooster...	My BaM Produ...	
23/06/2023 16:...	THEO Technolo...	Prospect	EMEA	Bart van Oosterhout	Page View	bart.vanooster...	Home page	

Can also be used for recruitment purposes. When API is in place with a website you can detect who has been on your site and the pages they have visited – you can then follow up with a personalised message based on the pages viewed – this can also be put in place with an automatic workflow

Useful reporting in the form of dashboards is available – charts below show members that have/haven't paid, cancellations by, in this case region and membership by member category
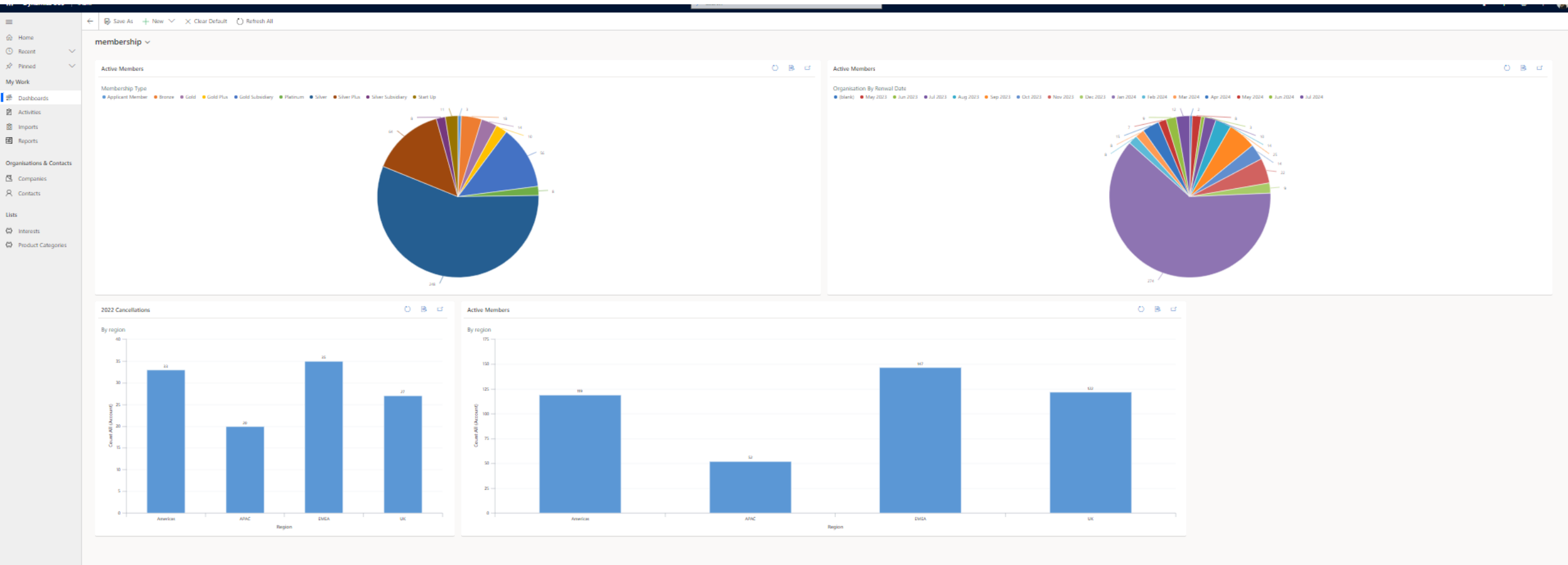
You can track sales – full pipeline/opportunity owned by which team member/sales leader board all demonstrated below. Great for finance to understand what income might be coming and when and also great for board reporting
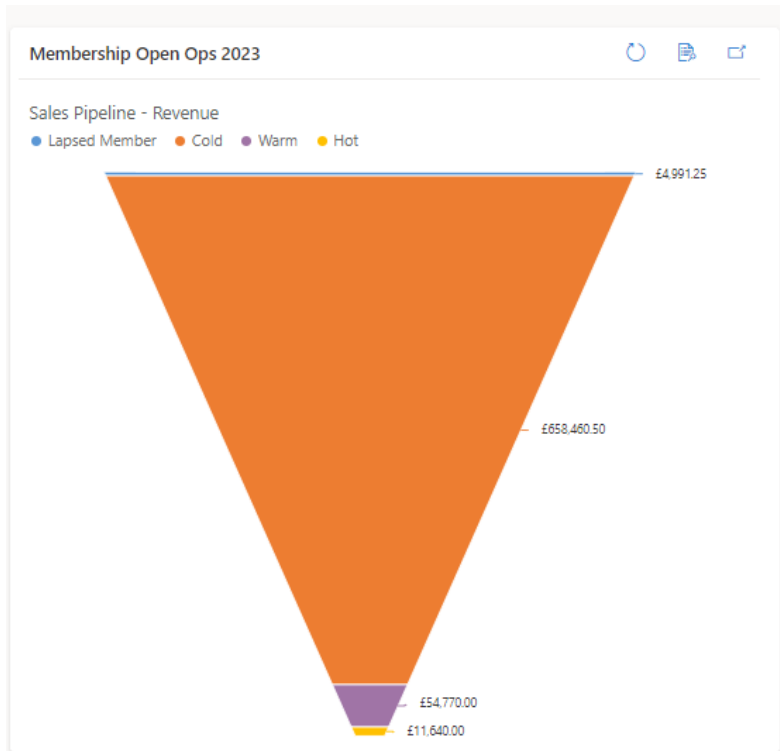
THANK YOU

Email
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