

A Leading Dynamics CRM Deduplication Solution

Publishing on Azure Marketplace with SaaSops® Marketizer™

DQ Global's Perfect & Merge™ (P&M) is a leading data deduplication and data cleansing solution which works right inside Dynamics CRM. DQ Global saw immense potential in being published on Azure Marketplace as a SaaS application.

Challenges:

- P&M was not running on cloud. To publish the application on Azure SaaS Marketplace, it was required to run on Microsoft Azure.
- P&M must be able to retrieve customer details during the provisioning of customer from Marketplace so that license can be activated for the buyer.
- Buyers of P&M from Marketplace must be provided with instructions on how to download the solution file and activate the product.
- P&M was available in 5 different editions and in 10+ pricing models. This made P&M deviate from the SaaS norm which discourages buyer self-provisioning.
- DQ Global was new to Microsoft Partner Network and needed guidance to set up an MPN account to publish P&M offerings on Azure Marketplace.

DQ Global contacted Corent to get the application ready for Azure Marketplace. This had to be achieved without changing the overall boundaries within which P&M operated as a Dynamics CRM plugin and must allow its users to enable the plugin with a 'solution file' based activation.

Solution:

- Marketizer enabled an instance-per-tenant model on P&M and ensured that P&M is published on the Marketplace with self-provisioning capability.
- Marketizer automated the tenant provisioning process by utilizing its script extensions to perform an API call to P&M's provisioning portal.
- Marketizer' rich email notification templates were customized to convey Dynamics CRM solution file details & installation steps to the customer.
- DQ Global was provided guidance in meeting all the prerequisites required by Azure SaaS Marketplace – Microsoft Azure account, MPN account.
- DQ Global is ready to adopt the right combination of subscription & usage-based metering solution to effectively sell on Azure Marketplace.

Result:

DQ Global – powered by SaaSops Marketizer – rapidly published P&M on Azure Marketplace. It allowed DQ Global to further consolidate its position as a leading provider of data quality improvement and data integration software solutions.

"Marketizer provided us with a cost-effective and fast way to publish our solution to the Microsoft Marketplace. This was achieved through the knowledge and technical expertise of the Corent team from start to finish."

**– Conor Doyle,
Business Development Manager,
DQ Global**



Benefits:

- ✓ Published on Marketplace within a short time.
- ✓ Guidance to publish the solutions using MPN account.
- ✓ Integration of self-provisioning capability.
- ✓ No code change required for publishing on Marketplace.
- ✓ Improved Global reach.