

Equipment Dealer Solution for Microsoft Dynamics 365



Grow Sales Profitably

The Equipment Dealer Solution for Microsoft Dynamics 365 from Alithya, includes operations, field service, sales, customer service, project management and marketing functionality, all in one integrated Microsoft solution.

Drive More to the Bottom Line

CRM, BI and Digital solutions from Alithya empower equipment dealers to:

- Increase follow-on sales
- Control rental assets
- Track sales and service history
- Uncover new sales opportunities

With better insights, equipment dealers improve client relationships, convert more cross-selling and upselling opportunities, and drive sales, marketing and customer service productivity.



[WATCH DEMO VIDEO](#)

Business Outcomes You Can Expect

Close more deals

Give your salespeople the right tools to convert more opportunities. Target the right prospects with a clearer view of your sales pipeline. Track progress toward sales goals, improve forecasting accuracy, and act on intelligence about why deals were won or lost.

Track equipment sales and service history

Track the status of equipment that is available for sale or rent. Quickly view equipment history, including past sales and service calls. Automate rental-renewal opportunities and group opportunities by project or job site.

Grow your share of wallet

Leverage data to strengthen your relationships with customers and partners with relevant opportunities for growth. Improve account planning. Identify cross-selling opportunities. Maximize the time you spend selling.

Manage warranties and customer service agreements

Our integrated solution lets you manage warranty and customer service agreements to speed service and improve collaboration across your organization. Quickly check warranty status, track parts, coordinate service and improve customer communication.

“Our initial objectives focused on aligning all of our operating groups, providing a 360-degree view of our customers and managing our sales process. We are driving CRM as a culture and working with the Alithya team to leverage the power of Microsoft Dynamics 365 (CRM), which has enabled us to start the process of moving our technology to the cloud.”

– Rod Ford, CIO, Milton CAT

“The Alithya team helped us hone in on the fact that it’s not just about putting the software in and expecting great results; you’re changing process, and you’re changing culture. If you are really serious about it and you want to realize the benefits that the CRM platform can provide, the cultural adaption aspect is paramount.”

– Grant Johanson, Senior Project Manager, Briggs Equipment



How to Increase Your Share of Wallet

The Essential Guide for Equipment Dealers

As an equipment dealer, your goal is to get as many deals as possible. When you can get more business from each customer, (and new customers!) your bottom line benefits.

How do you increase share of wallet? Read this guide for details on how these 3 ways to grow your share of wallet.

[DOWNLOAD GUIDE](#)

Contact Us

AS A NORTH AMERICAN LEADER IN STRATEGY AND DIGITAL TECHNOLOGY, Alithya designs and builds innovative and efficient digital solutions for business challenges. Our clients cover a large spectrum of sectors including Banking, Investment and Insurance, Energy, Manufacturing, Retail and Distribution, Telecommunications, Transportation, Professional services, Healthcare and Government. Our 2,000 professionals in Canada, the US, and Europe combine pragmatic understanding and creative thinking to structure and streamline intricate operational ecosystems, help transform their businesses, and drive their growth every single day.

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