

# Case Study

## Artemis Venue Services

Microsoft Partner Switch



### Company and project introduction

Artemis Venue Services purchases, builds, and manages the largest portfolio of world-class wedding venues in the UK. The company employs 500 team members to support their UK-wide network of wedding venues with sales, marketing, finance, IT, and administration.

Artemis' services include anything from initial engagement with prospective couples across a wide range of marketing channels to the nurturing of leads into bookings through their sales teams. The company also provides catering, venue and event management, delivering around 2,800 weddings per year.

Artemis implemented Microsoft Dynamics 365 several years ago, along with a custom-built portal which their customers log into.

They approached Strategy 365 looking to move away from their existing Microsoft Partner after becoming frustrated with the poor level of customer service they felt they were receiving. They needed a Partner who could offer a more proactive, personable approach, and they found that with the Strategy 365 way of working.

Website: <https://weareartemis.co.uk/>



**500** Staff  
Company size



**138** Users  
Solution size

### Solution Components

- Microsoft Dynamics 365 Sales
  - Microsoft Power Apps
  - Microsoft Licensing
  - Support Services
  - ClickDimensions
- Custom built .NET portal
- Tibco Cloud Integration
  - Tibco Scribe Insight

## Project Summary

Artemis was impressed by Strategy 365's approach and chose the company as its new Microsoft Partner.

Strategy 365 thoroughly analysed the team's licence usage to ensure all users were on the most cost-effective licences. The Microsoft Partner switch also included support services with Strategy 365.

Artemis was looking for a more responsive and proactive support service from its partner to maintain the company's Microsoft Dynamics 365 system and custom-built portal.

Strategy 365 used a support model that was well suited to Artemis' requirements, whereby the customer purchases a set number of days to consume over a 12-month period (further details can be found [here](#)). Strategy 365's support services can be used for any of the following:

- Break/fix issues
- Solution enhancements
- Customisations and Development
- On-site consultancy
- On-site training
- Telephone support
- Advisory Service
- Remote Assistance
- Upgrades

Furthermore, Artemis required support for their custom-built portal, used by couples to manage their wedding. As this portal was built outside of Dynamics 365 and the Power Platform, Strategy 365 was able to utilise one of its many successful [partnerships](#) to gain expert assistance in custom development.

Artemis also implemented [ClickDimensions](#), a marketing automation solution, to help manage their marketing for different venue sites.

## Key Deliverables

- More responsive support service for Microsoft Dynamics 365 CRM
- A partner to manage Artemis' Microsoft licences, and ensure the best deals
- Expert support for a custom-built portal
- A solution to help improve Artemis' marketing efforts

## Benefits

Artemis Venue Services' decision to switch to Strategy 365 as their new Microsoft Partner has brought many benefits:

- Improved support services for Artemis, which they can utilise in a variety of ways
- Expert assistance in custom development to assist Artemis with their custom-built portal
- Greater cost savings from the review and amendment of Microsoft licences
- Marketing automation software to help enhance Artemis' marketing activities
- A CRM which demonstrates a proven, optimised customer relationship journey like no other in the wedding industry
- Thanks to the changes, the data driven, client-focused marketing team generated over 60,000 new leads in 2022, which were then nurtured by sales to secure over 2,800 bookings.

*"Many thanks for your prompt help today; we would still be waiting for an email back to start the scoping phase with our previous Microsoft Partner before it was scheduled in sometime in the future! Strategy 365 is a breath of fresh air."*

Ray Dove, Head of IT & Support Services, Artemis Venue Services